E&P

JULY 29, 1967

Twenty cents

Editor & Publisher

SPOT NEWS AND FEATURES ABOUT NEWSPAPERS, ADVERTISERS AND AGENCIES

DETROIT PUBLIC LIBRARY
JUL 1967
GENERAL INFORMATION

2 editors tell how they tried to forestall Newark riots

'Black Power' fury scares photographers

Hart's panel gets further testimony on Hayden Bill

Circulation gains cut into profits of New York Times

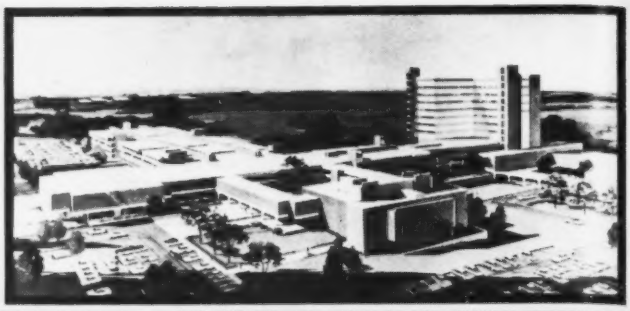
12 who won Golden Quill citations for editorials

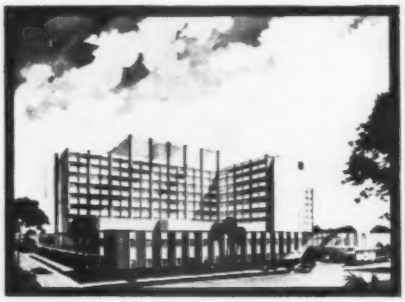
"Don't try to act my age.
Just tell it like it is."

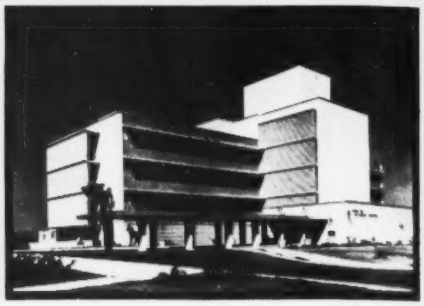
Welcome to the new world. Where teen-agers laugh at movie heroes who itch for combat. Where girls can dance without having to follow anybody. Where nobody knows or cares who the welter-weight champion of the world is. Where allegiance is based on merit, not fear. Welcome to the new world, where the kids are very, very grown up. It's the first teen-age generation to applaud singers, actors, writers and artists from other countries. The first American generation to voice strong, new thoughts on politics, religion, morality and the national purpose. You can't lie to these kids. You can't con them with slogans, or stir their blood with fight songs. They've heard "Praise the Lord, and Pass the Ammunition," but they've also heard "Blowing In the Wind." This is the quickest, most sophisticated generation of Americans the world has ever seen. And we treat them that way. When they want to know about God, war, politics or poverty, they don't want their facts in sugar-coated kiddy talk. And so, when we report the news to teen-agers, we talk the same way we talk to everybody else. We deal with the world. And we tell it like it is.

Chicago Sun-Times

This is the South Texas Medical Center







A $100,000,000 Project in San Antonio, Texas

this is the newspaper San Antonio reads*

83 Pilgrims Killed in Bus Crash

THE LIGHT

U.S. Pilots Bag 2 More MIGs

Through planning to meet the needs of today and tomorrow, San Antonions are building a $100 million medical complex that soon will be one of the most modern and complete medical facilities in the world.

Initial units of this 542 acre complex, South Texas Methodist Hospital, a cerebral palsy center, and a community guidance center are already in operation.

Under construction is a $12 million University of Texas Medical School and a $15 million Bexar County Teaching Hospital. Recently announced is a Veterans Administration Hospital to be constructed at a cost of over $24 million.

These and many more major projects on the drawing board are all a part of the exciting growth taking place in San Antonio, already America's 15th largest city . . . and the one newspaper keeping pace with San Antonio's growth is The Light.

THE LIGHT ALONE IS DELIVERED TO 7 OUT OF 10 SAN ANTONIO HOMES WHILE BOTH OTHER PAPERS COMBINED ARE DELIVERED TO LESS THAN HALF

THE LIGHT

A HEARST NEWSPAPER

*Newspaper Reading Homes—Survey Conducted by Western Union, 1965

Represented Nationally by Key Market Advertising Representatives, Inc.

TOTAL NET PAID CIRCULATION, PUBLISHER'S STATEMENT MARCH 31, 1967

117,332 DAILY 109,667 SATURDAY 140,762 SUNDAY

8,228 pennant winners

One of a series on the SKILLionaire and his community, Rochester, N.Y.

When the Rochester Red Wings won the International League pennant last year, there were 8,228 happy owners to congratulate.

That's because, when the SKILLionaire's newspapers reported that Rochester might lose its ball club, a few years back—and editorially urged financial first aid from the community—the SKILLionaire did the obvious.

He bought the club.

Unusual? Not for the SKILLionaire. He's an above-average citizen, concerned with everything in his community from the symphony to the baseball team. And he spends to back his concern.

His newspapers—the Times-Union and the Democrat & Chronicle—do more than share the SKILLionaire's concerns and involvements. They spearhead them to get action that counts . . . whether it's buying ball teams or baked beans.

If you want to reach people who care about how they live, how they dress, and how they spend their leisure time, The Times-Union and the Democrat & Chronicle are your answer. Now it's even more economical to reach the SKILLionaires with our equalized rates for all advertisers.

Ask Robert W. Fromm, Manager, General Advertising. Or call our representative, Story and Kelly-Smith, Inc.

THE TIMES-UNION
Democrat and Chronicle
Rochester, N.Y.
Members of the prize-winning Gannett Group.

"The Federated family is comprised of daily newspapers in seven cities . . . quality newspapers . . . in quality markets, including three state capitals, two Big Ten University centers.

Federated believes a newspaper exists to serve its community through information and leadership, to exert a powerful force to make a good community better.

The Federated newspapers have a total daily circulation of over 280,000. Not the biggest or the most . . . but among the best."

***federated publications, inc.**

THE STATE JOURNAL ..... Lansing, Mich.
THE STATESMAN NEWSPAPERS ..... Boise, Idaho
THE JOURNAL AND COURIER ..... Lafayette, Ind.
THE ENQUIRER AND NEWS ..... Battle Creek, Mich.
THE CHRONICLE-TRIBUNE ..... Marion, Ind.
THE DAILY OLYMPIAN ..... Olympia, Wash.
THE BELLINGHAM HERALD ..... Bellingham, Wash.

***ONE of the FEDERATED FAMILY.....**

BATTLE CREEK MICHIGAN

"Battle Creek . . . world famous CEREAL CAPITAL OF THE WORLD . . . home of Kellogg's, General Foods, Ralston Purina, National Biscuit . . . lots more money coming from insurance companies, military installations, heavy industry.

Battle Creek . . . home of THE ENQUIRER and NEWS, Circulation over 40,000.

THE ENQUIRER and NEWS — a Federated family newspaper."

EDITOR & PUBLISHER CALENDAR

AUGUST

4-9—American Bar Association (Fair Trial and Free Press hearings). Honolulu.
6-18—Seminar for sports editors. American Press Institute, Columbia University, New York.
11-12—Newspaper Advertising Executives Association of the Carolinas. Ocean Forest Hotel, Myrtle Beach, S.C.
13-15—Texas Daily Newspaper Association. Terrace Motor Hotel, Austin.
21-25—Asian-American Women Writers Conference. Honolulu.
14-16—International Mailers Union. Cincinnati.
27-31—Association for Education in Journalism. University of Colorado, Boulder, Colo.

SEPTEMBER

2-8—International Typographical Union. Colorado Springs, Colorado.
8-10—Maryland-Delaware Press Association. Commander Hotel, Ocean City, Md.
10-22—American Press Institute Seminar on New Methods in Newspaper Production. Columbia University, New York.
14-16—Pennsylvania Newspaper Publishers Association Classified Clinic. Penn Harris Hotel, Harrisburg, Pa.
17-19—UPI Editors Conference. Fairmont Hotel, San Francisco.
17-19—Southern Circulation Managers Association. Sheraton-Tampa Motor Inn, Tampa, Fla.
18-22—International Federation of Editors and Publishers. Tel Aviv.
21-23—Associated Court and Commercial Newspapers. Fairmont Hotel, San Francisco.
23—Texas Press Association Advertising Conference. Oasis Motel, Bay City.
23-24—Illinois Daily Newspapers marketing seminar and sales personnel training conference. Pere Marquette Hotel, Peoria.
24-27—Inter-State Circulation Managers Association. Hotel America, Washington, D.C.
24-26—New York State Publishers Association. Whiteface Inn, Lake Placid.
24-Oct. 6—American Press Institute seminar for European and North American Newspaper Executives. Columbia University, New York.
28-30—Interstate Advertising Managers Association. Howard Johnson Hotel, Atlantic City, N.J.
29—Editor & Publisher Color Awards luncheon. Waldorf-Astoria Hotel, New York City.
30-Oct. 1—Indiana AP Managing Editors. Monticello, Ind.
30-Oct. 1—Advertising Executives of Ohio Daily Newspapers, Pick-Fort Hayes Hotel, Columbus.
30-Oct. 6—Newspaper Food Editors Conference. Drake Hotel, Chicago.

OCTOBER

1-4—International Newspaper Promotion Association. Central region. Ramada Inn, Peoria.
4-7—National Conference of Editorial Writers, Nashville, Tenn.
6-8—Pacific Newspaper Mechanical Conference. Westward Ho Hotel, Phoenix.
8-11—International Newspaper Promotion Association. Southern Region, Stouffer's Inn, Louisville.
8-14—National Newspaper Week.
12-14—Oregon-Washington AP Association, Eugene, Ore.
13-14—Community Newspaper Conference. University of Wisconsin, Madison.
13-20—Inter-American Press Association. Dorado Beach Hotel, San Juan, P.R.
15-17—Southern Newspaper Publishers Association. The Broadmoor, Colorado Springs, Colorado.
15-17—Inland Daily Press Association. Drake Hotel, Chicago.
16-17—Illinois AP Editors Association. Sheraton-Blackstone Hotel, Chicago.
17-20—Associated Press Managing Editors Association. Palmer House, Chicago.
18-19—Audit Bureau of Circulations. Royal York Hotel, Toronto.
19-21—Pennsylvania Newspaper Publishers Association. Marriott Motor Inn, Philadelphia.
22-25—International Newspaper Promotion Association. Eastern regional conference. Pocono Manor Inn, Pocono Manor, Pa.
22-25—Institute of Newspaper Controllers and Finance Officers. Chase-Park Plaza Hotel, St. Louis.
24-28—National Newspaper Association. Meeting and trade show. Sheraton-Schroeder Hotel, Milwaukee.

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"Chuck Champlin has done more for the entertainment world," says Bob Hope,

"...than anyone since Everett Dirksen"

"In terms of the lively arts," Los Angeles Times entertainment editor and film critic Charles Champlin believes, "Southern California is the liveliest. Our film industry faces constant challenge and crisis. We're in the thick of each new television controversy. We're fast becoming a creating place, rather than a reproducing place, for theater. And our newspaper audience is on the edge of its seats to find out what's happening—good and bad."

To cover this fast-paced merry-go-round of entertainment demands the full attention of Champlin and his staff of 15 specialists in theater, television, film, music and nightclubs. Champlin's own refreshing, free-wheeling approach captures the essence and truth of the shifting kaleidoscopic patterns of a make-believe world become big business. A Harvard graduate with 17 years as a critic here and abroad, his outspoken commentary reflects his affection for the lively arts — and a deep sense of responsibility to his readers.

Champlin's ability to analyze his assignment, and to capture its color, scope and significance, is typical of The Times and the people who produce it. Reporters, analysts and news specialists of unusual ability flourish in an editorial climate which has earned the attention and support of Western America's largest and most influential audience.

The Los Angeles Times

LARGEST CIRCULATION IN THE WEST—961,350 EVERY WEEKDAY; 1,212,983 EVERY SUNDAY

GENERAL ELECTRIC
PARKER
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Familiar names. Trusted companies. You've got to be good to get into the S&H Green Stamp Catalog.

Each of these firms has been doing it for 25 years or more. But all 721 companies in the catalog this year are first-rate firms. They have to be, because our hard-to-please merchandise buyers review the products of literally thousands of American manufacturers before making final selections.

Offering merchandise with brand names that people have confidence in is one of the reasons we're the world's most popular trading stamp company.*

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Ray Erwin's Column

LOOKING AHEAD?—A vacation-reliefer in the UPI bureau in San Francisco is Garry Sampson, University of California graduate who has worked for the *Dover* (N.J.) *Daily Advance, Newark Star-Ledger* and *Akron Beacon Journal.* Gary has a working knowledge of German and Russian and plans to return to UC in the fall to tackle Mandarin Chinese. . . . Roberta Roesch, King Features Syndicate, writes: "I was interested in your comment on 'Happiness Editors' in your July 15 column. Officially, I'm a job and careers columnist for King, but I couldn't resist showing you and George Q. Lewis that I'm trying to qualify for 'Happiness Editor' on the side." She sent along her July 25 column headed "Happiness Is The Way You Do Your Daily Job" with this lead: "How much happiness do you project while you do your daily job? While traveling all over to report on people at work, I see this trait exhibited in varying degrees. Sometimes it is completely lacking. This week I saw happiness displayed at its peak, and I also saw one person who did not show any at all."

All the News That's Printed Fits

Now, thanks to modern microfilm,
Many years of papers fit,
Not in a giant storage room,
But in one filing cabinet.
—Al Goodman, Harrisburg, Pa.

—Under title of "Curdled Cliché," the *New York Times* news room bulletin, *Winners & Sinners* advises: "President Johnson speaking: 'Sure we make mistakes. But point them out and we will correct them. Let's not throw the baby out, though, with the dishes.' Why would anybody throw out the dishes? Maybe what he meant was, don't drink the baby with your bath water. In any event, the lesson for all of us is: If you must use a cliché, it's better to be right than to be President." . . . The *Navajo Times,* official newspaper of the Navajo Indians published at Window Rock, Ariz., has a new column devoted to news of Navajo servicemen in Vietnam called "Warpath Smoke Signals."

Stop The Presses

Just as sure as the 10-star final follows the nine-star final, at least one of the following crises will occur at deadline:

A thoughtful switchboard operator will plug in a call to the slot man from an 81-year-old lady who has a loquacious complaint about a sassy carrierboy leaving the paper on her soggy lawn.

A public relations counsel—just chock full of personality, charm and bull fertilizer—will try to mooch free space for a dairy festival, a politician's testimonial dinner, the grand (they're always grand) opening of a pizzeria or a 19-year-old actress's fifth marriage.

A sidewalk missionary will wander off the street, into the building, up the elevator, over to your desk, and earnestly try to convert you to Christianity.

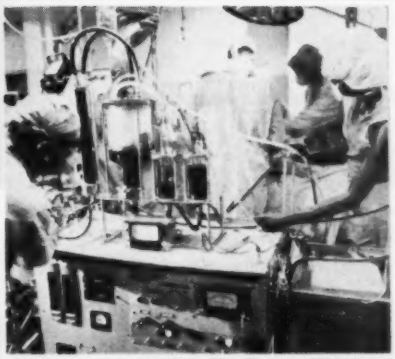
A rewrite man, finished with his deadline, will move in beside a copy editor who is fighting a deadline to complain about the inconsiderate people who bother him at his deadline.

A guide will bring a battalion of school kids on a field trip through the city room. A platoon of the scholars will select you for the embarrassing question, "What are you doing?"

An old Army friend, in hiding for 20 years, will call the city editor, engage in a cordial, windy chat, and fish for an invitation to dinner while the city editor is trying to pass judgment on 11 stories simultaneously.

A pica ruler will vanish, a clumsy kibitzer will spill a cup of cocoa or a pot of glue onto take one of the lead story, no one will be able to find the page one dummy, and some idiot will flip his cigarette into the wastebasket, starting a smoky fire.
—Harold Winerip, *Boston Herald Traveler.*

Funny, how Birmingham surprises most everybody.



Except those who sell here.

The Birmingham News | Birmingham Post-Herald

MORNING • EVENING • SUNDAY Moloney, Regan & Schmitt — National Representatives

editorial

Juvenile Names

For many years social workers have been successful in persuading newspaper editors to withhold the names of juvenile offenders on the theory that there is a greater opportunity for rehabilitation if the youth is not stigmatized by publicity that may afflict him for the rest of his life.

There is some evidence that the theory is all wrong.

In January 1966 the *Lompoc* (Calif.) *Record* began publishing names of certain juveniles charged with crimes and *also the names of their parents.* It was done at the request of the City Administrator and the Chief of Police, after a poll of readers, because of an alarming rise in the city's juvenile crime rate. E&P last year recorded a drop in that crime rate after the first six months of the experiment.

Russ Mann, news editor of the Record, reports now on the full year. The number of actual juvenile offenses reported in 1965 was 899; the number in 1966 was 686. The number of offenses cleared by arrest of juveniles in 1965 was 522; the number in 1966 was 114. The number of juveniles arrested in 1965 was 327; the number in 1966 was 271. This is a decrease of 17.1% This was while the State Bureau of Criminal Statistics was reporting an increase of 6.6% in the number of juveniles arrested state-wide.

Writing in *The Quill,* Mr. Mann reports that the biggest drop in juvenile arrests occurred among younger children. Arrests of those under 15 declined 42%; arrests of 15-year-olds declined 22.2%; arrests of 16- and 17-year-olds increased 20.4% and 19.9% respectively.

A total of 49 juveniles charged with crimes were named in the newspaper along with the names of their parents. It would seem that the fear of newspaper publicity was an inducement to more strict parental discipline.

Senate Hearings

The Senate hearing on the so-called "Failing Newspaper Act" promises to turn into one of the greatest fishing expeditions in Congressional history. The bill under consideration, the excuse for the hearing, is badly misnamed because it implies that the newspaper business is a failing one which it is not. Nevertheless, its immediate effect would be to prevent joint newspaper publishing operations in 21 cities, some of which have been in existence for 25 to 30 years, from being dissolved by possible anti-trust action. The long-range effect would be to permit any future joint operation of this nature to be formed without interference from the Department of Justice. Whether the language of the bill would be subject to abuse, as some charge is a moot point.

The bill has been both favored and opposed vigorously by many witnesses. But the Committee seems determined to go far afield in hearing testimony that has no bearing on the bill under consideration. The bill is narrow in its application of providing a limited exception from the anti-trust laws under certain conditions. The Committee ought to stick to the subject, hear witnesses that can speak with some authority on it, and make up its mind whether the legislation is necessary or unnecessary, wise or unwise.

"If God be for us, who can be against us?"—Roman 8:31

Editor & Publisher
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The Oldest Publishers' and Advertisers Newspaper in America

With which has been merged: The Journalist established March 22, 1884; Newspaperdom established March, 1892; the Fourth Estate March 1, 1894; Editor & Publisher, June 29, 1901; Advertising, January 22, 1925.

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Publisher and Editor
Robert U. Brown
General Manager
James W. Brown

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Advertising News, Jerome H. Walker, Jr..

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Ass't to the Publisher and Promotion Manager, George Wilt.

Circulation Director, George S. McBride.

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letters

OIL SHALE LANDS

Your Weekly Editor (July 1) contained statements about the Department of the Interior management of oil shale lands which are incorrect. In particular the article quoted from a statement by Mr. J. R. Freeman to the effect that officials of the United States Government are working to sell oil shale lands for a tiny fraction of their present market worth contrary to the public interest and the law.

The fact is that no official of the Department of the Interior is attempting to dispose of any oil shale lands contrary to law or for less than their actual value. I assume that Mr. Freeman is referring to disposals of the lands under the mining laws by which the owner of the valid placer mining claim may purchase the claimed land for $2.50 per acre. This Department has not patented any oil shale mining lands since early 1960. Since that time it has engaged in a vigorous effort to test the validity of pending oil shale mining claims. A proceeding brought by the Department to contest the validity of some of these claims is currently being tried in Denver, Colorado. If the Department's view of the law is upheld, the claimants are not entitled to patents and the land will not be transferred to them. Moreover, the legal issues involved in the case will provide a guide to the validity of other oil shale mining claims.

The only manner in which this Department has proposed that private parties will be allowed access to oil shale lands is pursuant to a research and development program. Proposed regulations to implement the program were offered to the public for comment in May 1967 and have not yet been adopted. The proposed regulations provide that a maximum of 30,000 acres of federal oil shale lands may be utilized for research and development leases. The law provides that the maximum acreage any lessee may obtain is 5,120 acres, but no lessee will be permitted to take that amount if his research and development program will require less.

The proposed regulations provide that the technology including patents developed under these research and development leases will be the property of the United States and will be available to all without charge. The research and development lessees who produce oil and other minerals from the oil shale will have to pay the United States a royalty equivalent to the royalty paid on the production of oil and gas from federal offshore leases. Lessees will have to operate to avoid undue hazards to the environment and human safety. Before any lease will be issued it will be scrutinized by the Justice Department for its consistency with the Federal antitrust laws. No one will be permitted to hold leased land for speculation. The maximum of 30,000 acres will constitute less than one-half of one percent of the 11 million acres of federally owned oil shale lands. The Department has also announced plans, if appropriations are obtained, for the expenditure of about $10 million per year over the next ten years for research into the technology of oil shale development and related environmental protection.

The purpose of the combined effort of direct federal expenditure and federally regulated research and development leases on public oil shale lands is to fill the significant information gaps now existing with respect to the economic recovery of minerals from the oil shale. When that information has been obtained, the Government will be in a position to determine the best system for the management and utilization of the oil shale resources of the United States. In sum, this Department has not proposed any utilization of the federal oil shale lands except for the research and development program outlined above.

Your article also quotes Mr. Freeman as stating that last July one person won a case involving oil shale land, and thereby made $50 million. That is not correct insofar as it implies that any oil shale lands were passed to private ownership. The Federal District Court decision we assume he referred to held that this Department was without jurisdiction to cancel certain old claims for failure to do required assessment work. That decision is being appealed. In addition, nothing in the decision precludes challenging the validity of the claims on other grounds.

STEWART L. UDALL
Secretary of the Interior,
Washington, D. C.

* * *

CITY IN INDIANA

Yes, there is a Bloomington, Indiana!

It's the home of the 10th largest university (Indiana University) and one of the nation's best medium-size dailies, the *Daily Herald-Telephone.*

The reason I point this out is that E&P has failed on two recent occasions to put this Bloomington in Indiana. In the 1967 E&P Yearbook, you list the Herald-Telephone mailing address as "Bloomington, Ill.," and for the dateline of a story about Indiana University (July 15) you again use "Bloomington, Ill."

We are proud to share the name of our city with that Bloomington in Illinois but we are also proud of our particular city, its outstanding university and our place as a newspaper in it.

WAYNE POWELL
Community Service Director,
Daily Herald-Telephone,
Bloomington, Indiana

CENSORSHIP LINE

The following is from a *New York Times* News Service story on the censorship by the ruling military junta in Greece.

"Performances may be banned if they contain:

—Anything liable to disturb the public order.

—Anything which spreads subversive theories.

—Anything which is defamatory to the nation or liable to discourage tourism.

—Anything which undermines the healthy social traditions and ancestral customs of the Greek people.

—Anything offensive to the Christian religion.

—Anything offensive to the person of the King, the royal family, or the government.

—Anything having a harmful effect on young people.

—Anything having a harmful effect on the artistic development of the people."

Much of which sounds just fine—but the question must be asked: "In whose opinion?"

City Editor, LES RICKEY
Times-Mirror and Observer
Warren, Pa.

* * *

RADIO SAUCE

E&P (June 17) said "Chevrolet and newspapers go together like two slabs of bread in a peanut butter sandwich." I would hasten to add a dash of *radio* to this concept of a successful All-American Soap Box Derby promotion.

The Chevrolet dealers of Dallas this year abandoned their former newspaper co-sponsors to join with KLIF and the Optimist Clubs in sponsoring the Derby, and increased the number of entrants by 15 percent. Soap Box Derby Chairman R. G. Smith says, "We are more than satisfied. It has gone excellently all the way!"

Peanut butter isn't everything.

Managing Editor BRAD MESSER
KLIF, Dallas, Texas

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Short Takes

A quiet holiday was observed in Peacham, which, settled in 1776, is as old as Independence Day itself, and was terminated by a fireworks display at dusk.—*Barre-Montpelier* (Vt.) *Times-Argus.*

•

He was identified from polite photographs.—*San Francisco* (Calif.) *Chronicle.*

•

Non-smokers are screaming that the U.S. bureau of wealth and welfare should have equal time with cigarette advertising on tv.—*Loveland* (Colo.) *Reporter-Herald.*

•

He will undergo surgery on his check bone.—*Hillsboro* (N.D.) *Banner.*

•

Mrs. Blank's honors included the queen of the sow award.—*Fort Worth* (Tex.) *Press.*

New York: steel capital of the world

Going up!

New York topped out more new construction last year than Chicago, Indianapolis, Detroit and Baltimore put together.

What's more, New York's metal sales top $5½ billion annually. That's more than any single state in the Union except New York State itself.

Small wonder people who want to sell New York's canyon builders—or New York's canyon dwellers...so often sell them in The New York Times.

Because Times readers are big spenders. And they depend on The Times. Respect it. Trust it. Heed it.

So, whatever you're selling, sell it big. Sell it in The New York Times—the biggest advertising force in America's biggest market for 48 years.

The New York Times
Tops them all

NEWARK STORY

Two Editors Sought To Keep 'The Cool'

By Tony Brenna

Newark, New Jersey, was quiet last Monday. Black and white faces in about equal numbers went about their individual business in a city which is a complex of social and economic problems.

Three floors above Market Street in the editorial office of New Jersey's largest newspaper, the attractive young Negro girl at the reception desk went in search of the editor. Five minutes later the unexpected visitor was shown into the office of William R. Clark. He sat studying an early edition of the *Newark News*, one of the top stories being the rioting in Detroit. It was a running story, additional material chattering in over the wire service tapes documenting racial unrest miles away in Michigan.

For Bill Clark, the story was close to home. Just 10 days earlier, the sound of rifle fire, police sirens and mob violence had carried through the open window from down the street providing the backdrop as he directed the News' coverage of a racial explosion in which 25 persons were killed, 1,200 were injured and property worth millions of dollars was destroyed.

Church Music

On Monday, all that could be heard in the editor's office in this industrial city of 400,000 was the buzz of traffic outside mixed with music from the church next door to a newspaper plant which through rebuilding (now nearly complete) will be one of the most modern in the nation.

Initially, Bill Clark was reticent—"I don't want to be quoted on this stuff, it's still a very delicate situation and we've got problems enough"—but subsequently he agreed to discuss the policies of the News in covering Newark which, among major American cities, has the highest percentage of substandard housing, the most crime per 100,000 population, the heaviest per capita tax burdens, the sharpest shifts in population, and the highest rate of venereal disease, new cases of tuberculosis and maternal mortality.

Editor for 10 years and before that editorial writer and political reporter, Clark became irritable when he recalled the recent coverage of riots in the Central Ward. "The long-range critics, the out-of-town editorial experts made it sound as if the entire population, the whole area was involved in the trouble here—what you've got to remember is that only 2% of Negroes were engaged in arson, sniping, and rioting. In Essex County (of which Newark is part) we have a good negro middle class which was all but discounted by the coverage of the explosion in the Central Ward, the ghetto."

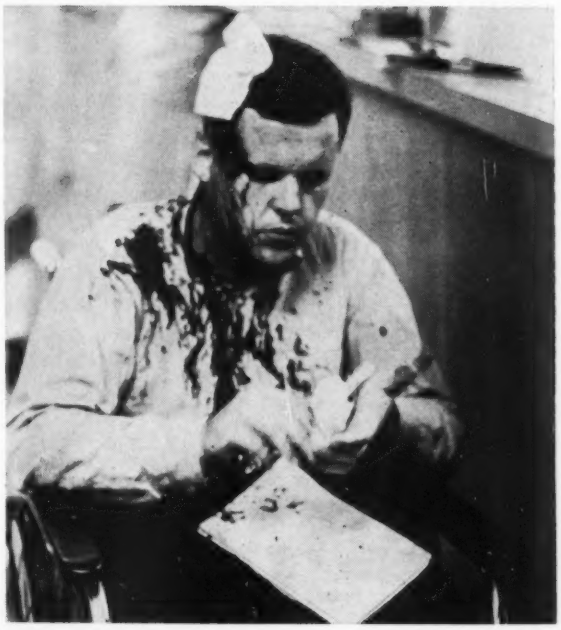
Vigorous Support

Getting down to essentials, Clark told how the News had given "vigorous support" to "all the poverty programs," given wide coverage to "civil rights matters," campaigned for open enrollment in schools, supported Operation Headstart, Job Training, used its influence in the quest for better housing for Negroes. "We just couldn't increase our interest in the Negro community to a higher degree than that which exists now and this is a continuing policy," he declared.

Clark pointed to work of News reporter Douglas Eldridge who for four years has been permanently assigned to civil rights and race relations in all its aspects. Eldridge, to quote his own words, "listens to street-corner firebrands; discusses personnel techniques with businessmen, watches marchers outside schools and stores, pores over antipoverty plans and budgets, attends meetings at City Hall and in church basements, compiles files on scores of subjects," all of which become News stories when they "shed light on the community problems."

Eldridge, in a recent article (E&P, Feb. 25) described his own job thus: "It's been a con-

(*Continued on page* 10)



WILLIAM SERRIN, a Detroit Free Press reporter, was cut on his head by a bottle during Detroit racial disturbance. He was hit about 10 times by rocks and bottles and abandoned his car at the scene. But he kept his notebook.

'Black Power' Fury Scares Cameramen

Three United Press International photographers agree that covering race riots is more dangerous than covering a war or a police beat.

This consensus was reached the weekend of July 22 when they were shot, beaten and threatened in Detroit, Newark and New York City.

"I was a policeman for 10 years before going into photography and never got shot," said Floyd Shively, newspicture manager for UPI in Indiana. He suffered a gunshot wound of the right leg in Detroit rioting July 23.

"I got the Purple Heart in World War II, but covering riots is something else; there's no sense to it," said Harry Leder, chief photographer for UPI, New York. He was threatened with an open knife and hit on the head in East Harlem rioting the same night.

'Worse Than Front Line'

"It was horrible, just horrible; an absolute war zone, worse than front line duty," said Joel Landau, UPI photographer. He was injured while jumping through a window to escape militant delegates to the "Black Power" conference in Newark the afternoon of July 22. Landau won two combat stars and one combat ribbon in Korea.

Shively, wounded by sniper fire while taking pictures during Detroit's West Side rioting, was treated for a flesh wound from small arms fire.

"Just as we started to get out of the worst of the rioting and burning," he said, "I heard three shots and felt like I had been hit in the back of the leg with a rock. I reached down and it was bloody. There were two holes in my pants."

Leder said he and two other UPI newsmen—Russell Reif, photographer, and Jack Wiley of the New York local desk—were saved from an encircling mob in East Harlem by a police car. It drove up and and whisked them to safety by "gunning through the mob and

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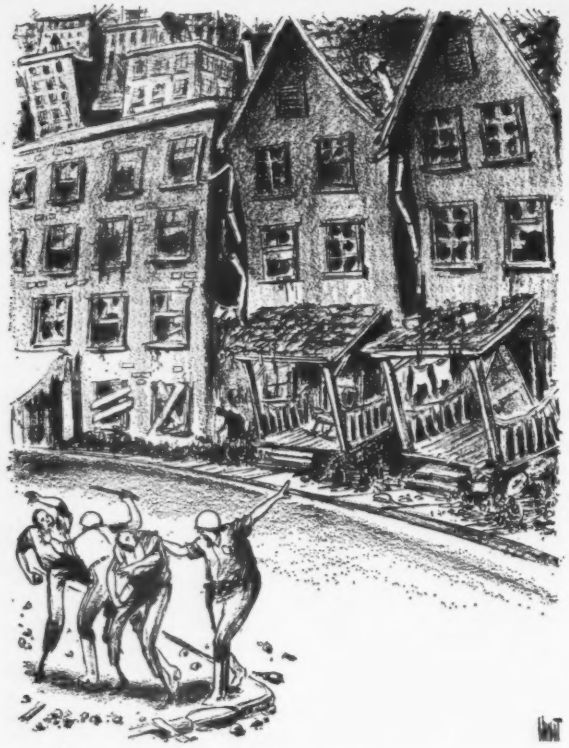
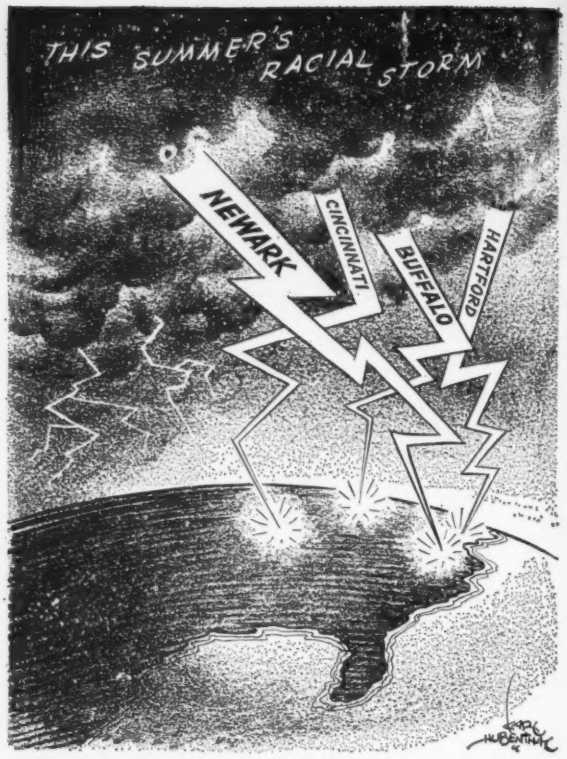


Go Back to Your Homes and Act Like Civilized Human Beings . . . Wright in the Miami (Fla.) News.



HOW MANY WATTS? . . . Hubenthal in the Los Angeles Herald-Examiner.

Newark Editors

(*Continued from page* 9)

stant—and not always successful—struggle to separate sensation from significance. It means exploring the motives of many people and meanings of many actions so we can know if and when and how a story should be written."

The same difficulties face Clark, only on a wider scale. "Not wanting riots like those in Watts, Cleveland and other cities, we've also tried to keep the whole situation here cool. Of course there's been the usual complaints about the Negro community, but we've tried to play down the recriminations, tried to avoid inflammatory material."

The News, he said, had built up a "fine relationship" with the Negro community. It was frequently consulted by local Negro leaders. Representatives of CORE had visited the News' office—"They went away satisfied that we had a large percentage of Negroes working here." Clark said that currently the News had three Negro reporters—"all doing a damn good job." Over the years there had been others, some, as a result of their work in Newark, moving on to better jobs in larger newspapers.

Returning to the subject of the reporting of the Newark riot, Clark made points which will have relevance to those assigned—in the unhappy event—to future racial clashes in other cities. "O.K., sure we've got our problems here, bad problems, but nevertheless a lot has been done to ease those problems. Millions have been spent, but many of those who came here to report the riot chose to ignore such facts," he said.

And to underline this point, Clark ordered that last Sunday's Newark News restate the facts for the benefit of local residents who may have been misled. A page one story by Eldridge recalled: "In the last five years the federal government has appropriated $45 million for Newark for antipoverty, training and educational projects. Within the last month alone, it has allocated $7.6 million to the city . . ."

Another story on the same page reported: "Since 1940, the federal government has channeled $138 million into public housing in Newark. Of that amount 90 percent has been spent since 1950 in an effort to remedy slum conditions. In addition to this massive aid, Washington has earmarked another $146 million for Newark for urban renewal, with approximately $26 million already having been spent in land acquisition and slum clearance."

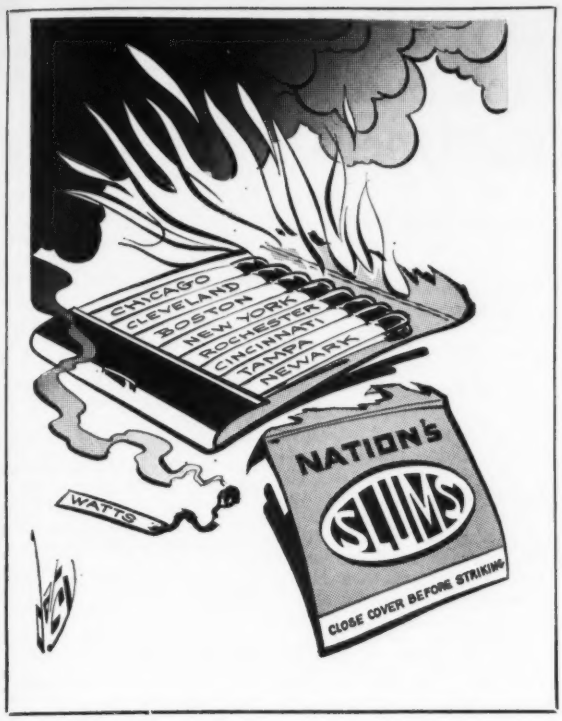
SPECIAL REPORT—Newark Star Ledger reporter Ernest Johnston Jr., left, headed a team which completed a survey of the Negro community just before the rioting erupted. Other team members were Richard Prince, right, and Charles Dryden.

The New Jersey editor, it was clear, deeply resented the decay, poverty and racial problems angles which, without counterbalancing facts, had been flashed across the nation, around the world.

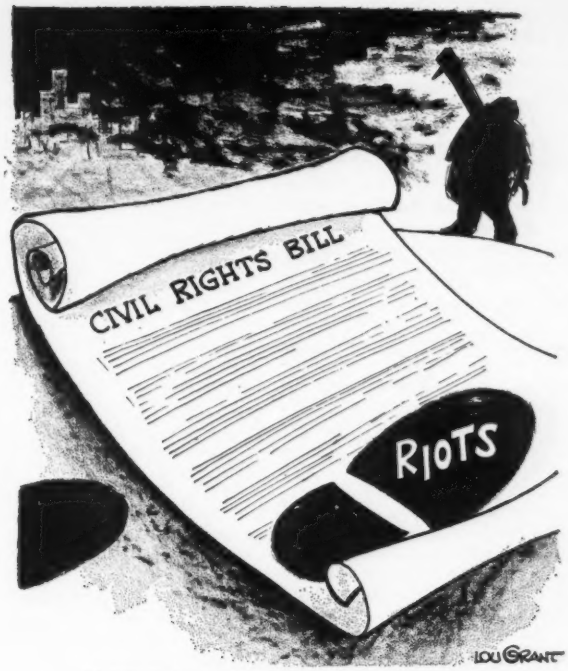
Although Newarks' problems were intense, he intimated that they were also the problems of racial transition common to most older cities, especially in the Northeast. He thought, too, that television coverage of the Newark riot had tended toward being "inflammatory."

Sitting at the other end of the greasy pole which is editorship in this racially divided city—the percentage is slightly in the Negro community's favor—is Mort Pye, editor of the *Star-Ledger*, a Newhouse newspaper that publishes morning and Sunday.

Interviewed in the paper's new building, Pye, too, expressed himself as being dismayed by the coverage given the riot. "I'll tell you this, some of those out-



AN OPEN BOOK—Darcy in the Philadelphia Bulletin.



FOOTNOTE—Grant, Los Angeles Times Syndicate.

side comments on the situation here sort of shook my confidence in honest reporting. They showed a complete lack of understanding of our problems. Still, one thing I learned, is that when this kind of trouble hits other cities, think twice about jumping in with comment . . ."

What had been the Star-Ledger's approach to racial coverage?

'Middle Of the Road'

"We've always been middle of the road. I suppose you could say both papers here have been middle of the road. We've tried to weigh everything on a basis of whether it was inflammatory. We've tended toward understatement, sought to be a calming influence in the community."

Pye said the Star-Ledger did not have one reporter permanently assigned to race relations stories. The news had been fully covered as it arose. The newspaper maintained an "open door" policy toward Negro leaders and adopted "a position identified with the liberal view of civil rights matters."

However, Pye indicated that the whole question of editorial attitudes at the Star-Ledger was under review as were many areas of race relations coverage. Just prior to the riot, a team of three Negro reporters—Ernest Johnston Jr., Richard Prince and Charles Dryden—had been in the "middle stages of an all-summer-long investigation of Negro attitudes and sentiments in Newark." However, on the Friday of the week of the riot, it had been decided to run their findings that Sunday.

The Star-Ledger special report showed that a direct prelude to the flareup in Newark had been gangs of unruly youths roaming the streets of the Negro community, finally coming forth with the "muscle and manpower to transform localized incidents into a rampaging riot."

FLOYD SHIVELY, Indiana newspicture manager for UPI, was hit by a sniper's bullet while shooting pictures in Detroit ghetto rioting.

The three-man team reported a wide range of Negro complaints, the main targets being housing, schools and recreation facilities. "A large number of those questioned voiced a fervent wish for a better job to permit them to buy a home of their own in the quiet, peaceful suburbs." Homes were robbed, it was reported, women were attacked, Negro residents were crying out for more protection—all this in the "tense, fingernail biting days that preceded the outbreak of New Jersey's most devastating riot."

'What Better Way . . .'

Pye said that for years the Star-Ledger had received delegations from the Negro community within its own office. "What better way to find out personally what is going on; there are some—not all—who feel they can talk over their problems with us. I welcome such meetings; it's certainly better than having complaints or points from individuals being funnelled back via reporters." The newspaper had also campaigned against Federal Housing Administration policies which did not encourage new building in slum areas.

In the wake of the riot, he said that the "most difficult thing for a newspaper to do was to reassess its position, to decide where new efforts can be made to help the population in depressed areas."

Pye admitted himself perplexed. "Whether there is a different approach, I just don't know at the moment. In a situation like that which exists here, how far do you go in the reporting of all the conflicting, the inflammatory statements, that are made around the town? Do you not report them? Do you play them up? All the time one must consider whether what is being said is informative, or simply sensational. Pick the wrong material, and you make things sound awfully wild. On the other hand, you may be performing a real service to the community."

Viewing the remarks of both Newark editors collectively, common themes emerged. Both agreed that a great deal had yet to be done to clear up the residue of bitterness left in the wake of the riot. Headline-hunting individuals had to be kept in their place, while stories of long-term significance had to be developed.

Also, high on the list of priorities was coverage—as has already been achieved on occasion—which helps the community attain local objectives, harmony, and self-respect.

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Daily Loses a Day

GARY, Ind.

The *Gary Post-Tribune* lost a day of publication (July 24) due to a walkout of printers. The dispute, involving the work schedule of one man, was submitted to arbitration and the paper resumed July 25. It was its first shutdown in more than 60 years.

Guild Dues Increase Considered

By Gerald B. Healey

OTTAWA

Faced with an immediate need for new money, the International Executive Board of the American Newspaper Guild proposed to the 34th annual convention here this week an increase of 10 cents per month in the regular-member per capita.

Charles A. Perlik Jr., secretary-treasurer, explained that the full amount would go into the general fund for 10 months. When the new constitutional per capita becomes payable next June, the surcharge would be reduced by five cents. Guild locals would then, for the following 10 months, retain the five cents as repayment, or a credit, for the per capita increase starting in August.

Using two assumptions—a 28,000 average per capita and a $162 top reporter minimum average—the program would raise per capita to $2.64 a month, $1.62 for the general fund and $1.02 for the defense fund.

'Massive Erosions'

"If we have reached the end of the massive erosions in jobs and membership brought about by newspaper mergers and suspension," Perlik said, "if the trend in per capita average turns upward again, and if our bargaining continues to produce rising top reporter minimums, our financial nosedive should right itself, too."

Since the start of the current fiscal year, defense fund income has amounted to almost $80,000. Approximately $20,000 went for support of guild strikers in Hawaii and Utica. The Hawaii strike is over, but the one in Utica continues.

As the convention opened, the defense fund balance was $1,435,000.

Perlik said the ANG is tightening its belt, notably by not replacing one staff member at headquarters who resigned to join another union. There are no plans to fill the job, which was that of a manager of research and information.

Another step is to defer the contingency for expenditures that will occur next year; for example, the 1968 convention in Cleveland.

Arthur Rosenstock, ANG president who had announced he would not seek re-election, received a one-minute standing ovation at the conclusion of his annual address.

William J. Farson, executive vicepresident, dealt with the paradox of "the best bargaining gains in 20 years" achieved during the past year and the largest operating deficit in guild history. (E&P, July 22).

The Ottawa convention was the guild's fourth in Canada since the union's founding in 1933. Previous conventions were in Toronto in 1938 and 1956 and in Vancouver in 1961.

Delegates engaged in a lengthy floor discussion of the organizing committee's report which recommended that a drive be made for membership on medium sized newspapers on the strength of wage gains achieved in recent bargaining efforts around the country.

The committee recommended that equal emphasis be given to organizing as to bargaining and that a director of organizing should be appointed by the executive board.

While backing the proposals, Murray Tate of Toronto declared that the energy now spent in "back room politicking" in guild meetings should be directed to organizing units. If the guild had 60,000 instead of 30,000 members its financial problems would be solved, he asserted.

At the Friday sessions, several nominations for the office of president were anticipated. Among the candidates mentioned were Noel Wical of Cleveland and Jim Woods of St. Louis.

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Philip Salisbury Dies; Business Paper Editor

Philip Salisbury, chairman of the board of Bill Publications Inc. and one of its subsidiary publications, *Sales Management*, died July 20 in New York. He was 75 years old.

Born in Oregon, Wisconsin, in 1891, Salisbury was a graduate of the University of Wisconsin. During his college years he was a reporter for the *Wisconsin State Journal*. Immediately after college, he became sales manager of the Ingersoll Watch Company at the age of 24. In a few years he joined Sales Management's staff.

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Urquhart to Tokyo

John Urquhart, former financial editor of the *Paris Herald Tribune*, has assumed his new post this week as the first Tokyo correspondent of the Associated Press-Dow Jones Economic Report.

Denver Post Stock Suit Trial Opens

DENVER

In a lawsuit that went to trial here July 24, the owners of majority stock in the Denver *Post* are fighting to keep S. I. Newhouse of New York from gaining control of the newspaper.

Distant heirs of Harry Tammen, one of the Post's founders, are contesting the sale of a block of stock to Miss Helen Bonfils last year. A. Gordon Rippey of Oklahoma City and his brother, Bruce R. Rippey, of Baltimore, claim that the Denver U. S. National Bank, as trustee, accepted $5.3 million for the shares from Miss Bonfils when it was aware that Newhouse would pay more for them.

The Rippeys, who are great-great nephews of Tammen's wife, are asking Federal Judge Doyle, who is hearing the case without a jury, to void the sale and to order the stock sold at auction or by sealed bids.

As an alternative, they asked that the bank be required to pay the difference between the Bonfils price and Newhouse offer.

It was testified that the delivery of a telegram containing the Newhouse bid of $8.8 million was delayed on June 22, 1966, and the sale to Miss Bonfils was consummated.

Bank officers testified they didn't want to get into a bidding proposition with Newhouse, lest the whole sale be jeopardized. They contended that the market for the stock would have deteriorated had Newhouse offered less than the Bonfils price and she found out about it.

For a period of five minutes on June 22, the court was told, there was an absence of an agreement, signed June 7, 1966, that prevented the signatories from selling Post stock to an outsider.

Testimony also disclosed that the bank had an agreement with Miss Bonfils which provided she would indemnify it for any costs incurred as a result of the sale of stock to her. She is financing the bank's defense to the suit.

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Guild Joins Strike

UTICA, N. Y.

About 60 members of the Guild joined pressmen in a strike against the *Daily Press* and *Observer-Dispatch*, Gannett dailies, which entered the second week July 22. Other crafts have honored the picket lines.

Rochester's Second Riot Played Under 2-Col. Head

ROCHESTER, N. Y.

Three years to the day after Rochester first was stricken by widespread rioting and looting, violence returned (July 24) to two city areas having high percentages of Negro residents.

Two Negroes were shot to death, one the driver of a car which tried to crash through a police blockade. Stoning, firebombing and looting were widespread.

But there was a sharp difference in news coverage in 1964 and that of this week:

The morning *Democrat and Chronicle*, which had used an eight-column banner of gothic caps in 1964, played the news this under a 3-line two-column head—a precedent followed by conservative treatment of the news, with chronological coverage of news by wards.

John C. Quinn, news director of the Gannett newspapers here, has joined the organization since 1964.

Of this week's coverage, Quinn said:

"When Rochester was faced with the threat of civil disorders, the editors were faced with a difficult and complicated story breaking through the night's edition deadlines.

"A further complication was the fact that the outbreaks were occurring in two wards, and in two ways.

"The D&C editors decided to use parallel running stories. A rewrite man was assigned for each ward. Each was responsible for collecting the information on his ward as it moved over the two-way radio from reporters who were covering the areas.

"This material was handled as running copy, edited to remove all advisory and speculative information and to leave simply a chronology of developments. This material moved to the composing room throughout the evening.

"As each edition approached, a third rewrite man produced a summary. This gave the reader the general highlights, plus running details right up to edition time."

Agency Plan Saves Papers From Graveyard, Hart Told

Healthy Publishing Operations Are Restored in San Francisco

By Luther A. Huston

WASHINGTON

A comprehensive statement of the economic problems and pressures that beset urban newspapers and cause the failure of many was presented to the Senate Judiciary Subcommittee on Antitrust and Monopoly this week by G. O. Markuson, executive vice president of the Hearst Corporation and general manager of the Hearst newspapers.

Coincidentally, Charles Thieriot, president of the Chronicle Publishing Company and editor and publisher of the *San Francisco Chronicle*, and Charles L. Gould, publisher of the *San Francisco Examiner*, told of the conditions that led their papers into a joint operating agreement and the benefits derived from an arrangement that went into effect on October 23, 1964.

Back Legislation

Each of the witnesses spoke in favor of the failing newspaper act which would grant limited exemption from the antitrust laws to combined commercial and production arrangements entered into to keep at least one paper from going under because of its financial instability. The subcommittee concluded three weeks of hearings on S. 1312, as the bill is known, on Friday. Fifteen days of hearings in August will be scheduled later.

Prior to the testimony of Messrs. Markuson, Thieriot and Gould, the committee heard testimony during this week in favor of the bill from Frank A. Daniels, president and publisher of the *Raleigh* (N.C.) *News and Observer*, and *Times*, and against the measure from Gene Stipe, an Oklahoma State Senator, Prof. William Rivers, of the Stanford University School of Communications, and Brian McNamara, a former Columbus, O. newsman now in public relations. McNamara's testimony consisted of a savage attack upon the situation in Columbus involving joint operation of the *Columbus Dispatch* and the *Citizen-Journal* which he characterized as "a violation of the antitrust laws."

Markuson stated that the experiences of the Hearst papers over the last few years helped to "demonstrate the very real need for this bill and the very limited types of situations in which it would apply." He recounted, with statistics, some of those experiences.

Economic Failures

During the past four years, Markuson said, three Hearst newspapers and the *American Weekly Supplement* "were required to suspend publication." The economic factors which caused those suspensions, he asserted, were directly responsible for the death of the *New York Mirror*, the *New York World Journal Tribune* (successor to the *New York Journal-American* and two other major New York City newspapers), and the *San Francisco News Call Bulletin*.

"These newspapers were just a few of the hundreds of metropolitan newspapers that have disappeared in the last half century," Markuson commented. "The plight of the urban press was dramatically underscored in yet another major city when the *Boston Traveler* recently announced its withdrawal from the evening field and its merger with its sister publication, the morning *Boston Herald*, effective as of July 10, 1967. There is no reason to believe that this steady attrition will stop. Indeed, the situation in New York City—the nation's largest market which now supports only two profitable morning, and one marginal afternoon newspaper—leads many to conclude that the pressures on metropolitan newspapers are growing more severe."

Suburban Papers

The so-called flight to the suburbs was cited by Markuson as one of the factors in the urban economic situation. Suburban newspapers, experiencing fewer economic pressures than urban papers, have prospered in the ever-expanding suburban market, mainly because they have greater control over their costs and expenses.

"Urban newspapers," Markuson declared, "have little or no control over most of their costs and have had little success in attracting new sources of revenue; it is the unusual circumstance which has been primarily responsible for the predicament of many existing metropolitan newspapers, as well as for the disappearance of many fine newspapers."

Lists Causes

Markuson listed as adverse factors effecting the urban newspapers, the following:

Spiraling labor costs increases, coupled with archaic, wasteful labor practices and the inability of management to obtain efficiencies and cost saving through automation.

Greatly increased costs for replacement of machinery and equipment and for necessary plant modernization and new construction.

Substantially increased costs of newsprint and other raw materials necessary for the printing and production of a newspaper, together with significant increases in the cost of feature materials and news and picture services.

The tremendous growth of suburban newspapers, regional editions of national magazines and the growth of television and radio as major media of communication, each of which has diverted substantial circulation and advertising revenues from the metropolitan newspapers.

Tv Billings

Markuson used billings of the J. Walter Thompson advertising agency to illustrate the importance of television and its effect upon newspapers. In 1950, he said, newspapers represented about 30 per cent of Thompson's billings while television accounted for less than 8 per cent. By 1966, newspaper billings had decreased to approximately 14 per cent and television had increased to almost 52 per cent.

"In terms of dollars," Markuson said, "this means that newspaper billings increased from $33,000,000 to approximately $77,000,000 whereas television billings advanced from about $8,400,000 to almost $290,000,000."

During a comparable period, he stated, advertising revenue of the New York Journal-American increased by aproximately $645,000 "or almost 5.4 per cent of its total 1950 net advertising revenue; however, its demise resulted because its total expense increased by almost $9,000,000, or approximately 35 per cent of its total 1950 operating expenses."

In relation to joint operating agreements, Markuson said it was "far better to preserve the life and independence of a financially distressed newspaper than to permit its demise.

"In the long run a newspaper can only continue to exist if its revenues exceed its expenses," he said. "Unless a newspaper's business functions produce such a result, its editorial expression must be silenced."

Markuson said that the idea that new publishers were anxious to establish newspapers in urban areas where existing newspapers were declining or failing was "a myth." "The recent demise of the New York World Journal Tribune confirms that would-be entrants are not attracted to a losing newspaper market."

Gould Cites Needs

Gould, who has been in newspapering for forty years, heaved a testimonial sigh for the good old days. Some of his happiest hours had been in the newspaper business, he said, but also "some of my saddest." The sadness came from witnessing the "tragic deaths" of newspapers, "some good and great and some not so good or great." He listed 14 of them and said "and the end is not yet."

There are still publishers "who must regularly write their payrolls with red ink," he declared, and "unless some of these deficit operations receive the legalistic helping hand that is implicit in the proposed legislation, the graveyard of journalism will continue to claim new victims."

Pointing out that circulation revenue rarely, if ever, met the cost of production and distribution, Gould emphasized the essentiality of advertising revenue to the success of newspapers. But he said the purchase of advertising was not a science and "the judgment of an advertising space buyer is less subject to question if he invests his client's dollars in an accepted newspaper than in one that is less accepted." He called this "innocence by association," or "follow the leader."

(*Continued on page* 52)

Buckley Tilts Words With Letter Writers

CINCINNATI

More than 1300 contributors to the *Cincinnati Enquirer's* letters - to - the - editor column were greeted (July 19) by William F. Buckley Jr. as "fellow members of the dissenting class."

Buckley and the letter writers were brought together by Enquirer Publisher Francis L. Dale for the first of what may become a traditional program to honor those whose views are published daily on the Enquirer editorial page.

Jammed into the Pavilion Caprice room of the downtown Netherland Hilton Hotel here, the letter writers included every political personality. Buckley, articulate editor of the *National Review*, held them all in the palm of his hand—or vice versa.

They applauded Buckley when he entered the room, applauded him as he tongue-in-cheeked through a routine denunciation of "contemporary liberalism", then rose to their feet in applause after they had questioned the conservative champion for more than an hour.

Buckley, whose syndicated opinion column appears in the Enquirer, charged the Johnson Administration with "partial political paralysis" and "strategic imbecility" in Vietnam. But he admitted he didn't have the answers either.

On foreign policy, Buckley told his audience he thought the President "regards the world as his own personal slum project."

Dale set the tone for the Buckley "performance" saying "he shoots Kodiak bears in Alaska, pheasants in Connecticut and extreme left wingers wherever he finds them."

Dale promised a "further extension of this kind of thing by the Enquirer." For liberals and Democrats he pledged "Your day will come, I assure."

In the past 12 months the paper published 1500 letters from 1200 individuals.

The increase in letters began when the editorial staff upgraded its letters department more than a year ago, Dale said.

"It is part of our obligation to the community to extend our editorial voice to the public in as many ways as possible," he commented.

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Bible Week Chairman

Bob Considine, King Features columnist, has accepted an invitation from the Laymen's National Committee to serve this year as honorary co-chairman of National Bible Week for the press.

AN AMUSED Francis L. Dale, president and publisher of the Cincinnati Enquirer, looks on as a bemused William F. Buckley Jr., editor of the National Review, fields a question from one of the 1300 contributors to the paper's letters-to-the-editor column.

NEAT TRICK—Illinois Governor Kerner (right) trumps C. S. (Pi) Reilly's gold-plated spoon with a nickel-plated spade at groundbreaking ceremonies for the new Goss press factory at Rockford. Reilly is president of the Goss Company, division of Miehle-Goss-Dexter Inc.

Goss Co. Starts Work on Second Rockford Plant

ROCKFORD, Ill.

The Goss Company, division of Miehle-Goss-Dexter, Incorporated, broke ground for its new plant here July 21.

The factory, with a floor space of 150,000 square feet, will be located three miles south of the present Goss plant at 11th Street and Blackhawk Road.

Governor Otto Kerner of Illinois, assisted by C. S. (Pi) Reilly, president of the Goss Company, dug the first earth at the groundbreaking ceremony on the 80-acre site.

Designed for Expansion

The new building will be an almost exact duplicate of the Goss plant in Cedar Rapids, Iowa, which went into production in 1965. Pre-cast concrete wall panels will allow the walls of the building to be extended.

When in full operation, the plant will employ around 400 persons, most of them machinists, to produce the complete line of Goss letterpress and web offset presses.

The new Rockford plant will become the fourth Goss plant in the United States. It will be roughly half the size of the company's main factory in Chicago. In addition to the plants in Rockford, Chicago and Cedar Rapids, Goss presses are produced at MGD, Limited, at Preston, England.

The Goss Company was founded 82 years ago by two brothers, Fred and Sam Goss, Chicago printers.

In his talk at the ceremony, Reilly noted that three out of four or more than 75% of all daily newspapers in the United States and Canada are printed on Goss presses.

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Printers Retain ITU

CHARLESTON, W. Va.

Composing room employes of Newspaper Agency Corp. here voted 58 to 28 to retain the International Typographical Union as their agent in collective bargaining. The decertification election was supervised by the National Labor Relations Board, with 98 persons eligible to vote.

Anti-Death Row Piece Wins the Golden Quill

By Rick Friedman

ST. CHARLES, Mo.

Alvin J. Remmenga, editor of the *Cloverdale* (Calif.) *Reveille*, was presented the 1967 Golden Quill award for editorial writing in weekly newspapers here on July 20.

The award, given by the International Conference of Weekly Newspaper Editors, went to Remmenga for "Killing for Kicks," a piece against capital punishment, currently a highly sensitive subject in California.

Meredith Garten, former state senator and newspaperman from Pierce City, Mo., presented the award during the subscription dinner of Sigma Delta Chi, attended by delegates to the 1967 ICWNE convention July 16-21 at Pere Marquette Park, Grafton, Ill.

Dozen Finalists

Dr. Howard R. Long, chairman of the Department of Journalism, Southern Illinois University (where the ICWNE is based), said Remmenga led an impressive field of a dozen finalists, which included former winners of the Golden Quill Award, established in 1961, and former winners of the annual Elijah Parish Lovejoy Award for courage in journalism.

The winner and 11 runners-up were published in "The Golden Dozen, 1967," a limited edition booklet handed out at the dinner. In an introduction, Long wrote that the finalists were picked from thousands of weekly newspapers in some 30 countries of the free world, revealing that "weekly newspaper editors are in rapport with their readers" and "their writings do reflect honestly and with perception the issues which concern their readers."

Also, that they "respond to every issue, local, national, international, and that in the aggregate, these editors explore just about every point of view in each public debate."

Remmenga's editorial pointed out that the Reveille made a nation-wide survey of the death penalty and its use, after which it concluded that the murder rate in states which had capital punishment was generally higher than in states which did not have the death penalty. Also, the number of executions had declined from 50 a decade ago to one last year and one so far this year in California.

Remmenga held that the only real benefits of the death penalty were gratification for those who believed in an *eye-for-an-eye* philosophy "and some slight reduction in the state's grocery bill for its penal institutions."

He added that 60 men remained on Death Row in California and unless some attitudes changed, this held promise of a "real first-class massacre in coming months."

Subsidized Beauty

Included among the Golden Dozen was Owen J. McNamara, editor of the *Brookline* (Mass.) *Chronicle-Citizen*, the 1966 Golden Quill winner. His editorial, "Bathing Beauties and Beacon Hill," dealt satirically with the Legislature financing the "Miss Massachusetts" beauty contest.

Comparing a number of state problems against the financing of a beauty contest, he concluded: "So our State Legislature, which has practically turned its back on every issue of importance this year, is going into the Beauty Contest business. Beautiful. Just Beautiful."

Another runner-up was Hazel Brannon Smith, publisher of the *Lexington* (Miss.) *Advertiser*. Her editorial, "Catholic Mission School Burned," dealt with St. Joachim Catholic School in Leake County, Miss., where adult Negroes were being taught to read and write. The reading center, developed by the Catholic Diocese of Natchez-Jackson, was burned down.

Mrs. Smith called for the "criminals" to be brought to trial and punished to the full extent of the law. "The chances are, about 100 to one, this will never happen," she wrote.

Welfare

Foster Russell, editor of the *Cobourg* (Ont.) *Sentinel-Star*, made the Golden Dozen for the fourth straight year for an editorial on the Welfare State contending that "Government is playing God to the community, and while the fanatic is getting all excited about the Beatles outfooting Christ, the politicians at Ottawa are slyly vying for first place in the human race . . . [as] the Government sets out to prove . . . that man does not need God."

THE AWARD FOR COURAGE IN JOURNALISM that honors Elijah Lovejoy, pre-Civil War editor of Alton, Illinois, is presented by Dr. Howard R. Long to J. A. Newborn Jr. (right), publisher of the Suburban Journal of Clear Lake City, Texas. Long is chairman of the journalism department at Southern Illinois University, sponsor of the award and headquarters for the International Conference of Weekly Newspaper Editors. Newborn was cited for his investigation of school district finances. (E&P, July 22).

He concluded: "Welfare from Ottawa is not even good for the birds."

Betty Wirges, wife of Gene Wirges, 1962 Lovejoy winner, was cited for "A Trend Proceeds," in the *Morrilton* (Ark.) *Democrat*. It continued the fight her husband had started six years ago when he challenged the local political machine in Conway County, Ark.

Landon Wills, editor and publisher of the *Calhoun* (Ky.) *McLean County News* placed as runner-up with "How Many More Hills to Buy." He based the editorial around a news story last May about the battle raging on Hill 881 in Vietnam.

Asking whether it was worth the sacrifice in American lives to take a hill having no name but only a number, he took his readers back through history tracing the battles over other hills that forged America. A hill outside Quebec on Sept. 13, 1759. Breed's Hill on June 5, 1775. Cemetery Ridge at Gettysburg.

"So, the battles we have fought for hills—whatever their names—have been important. They have decided many of the momentous questions in our history," Wills wrote. "But this does not make war right. It does not pay for the tears and the graves."

Doubt in God

Dickson Hartwell, the *Scottsdale Arizonian*, placed in the Golden Dozen with a Christmas editorial, "The Struggle With Doubt." It concerned a young man, home from a freshman semester in college and doubting the existence of a perfect God and the creation in His image of a perfect Jesus Christ.

"This is the age of doubt," Hartwell wrote. "In this age of doubt there appears to be no answer but the truth . . . The doubts that college students may bring home are precisely what they are in college to obtain. We cannot separate religion from other traditional beliefs to be challenged. Indeed, doubt is and must be the first step upward in the climb to personal achievement and spiritual rapport."

Russell Spear, the *Madison* (N. C.) *Messenger*, made the Golden Dozen with "The Killjoys," an editorial spoof on all the efforts to save him from sniffing glue, taking LSD, breathing pollution, drinking fluoridated water, and eating chemically-poisoned food.

Spear concluded that if the general situation was as desperate as it was reported, nuclear war might be the answer.

Crime Fighter

Charles W. Mills, the *Vandalia* (Ill.) *Leader*, made the Golden Dozen for "Partners in Crime," an editorial contending that people don't sufficiently cooperate among themselves and with law enforcement agencies in fighting crime because such action would require sacrifices.

Nick DeLuca, the *Hayden* (Colo.) *Valley Press*, under the title of "Tattle Tale," commented on the cheating scandal at the Air Force Academy. DeLuca was disturbed that eight cadets not convicted of cheating faced expulsion because they knew of the cheating and did not inform on their classmates.

Majorie Leamson, the *Zionville* (Ind.) *Times*, wrote "The Art of Loafing," about too much parental concern for children.

She left her readers with this thought: "What do you suppose your child would do with a day with absolutely nothing to do?

(*Continued on page* 53)

For the Record

By Jerry Walker Jr.

"Newspapering," the way Ed Crimmins, sales director of the Advertising Checking Bureau, sees it, "is still a small town operation." To prove his point, Ed offers these statistics:

• There are 1,400 cities with daily newspapers of which 132 are cities with 100,000 and over population, 1,000 with under 25,000 population, and 78 with under 5,000 population. A total of 125 newspapers bill more than $½ million in national or general advertising, 76 dailies do more than $1 million and only 10 papers handle over $5 million in national advertising revenues. "Hundreds," he pointed out, "do less than $25,000 a year."

• Hand written bills old fashioned? Not for newspapers which Ed says is the case for a third of the 1,754 dailies. About 29%, he said, send ad agencies typewritten bills. The remaining 41% process bills by automated machinery.

• Newspapers honest? You bet they are. In a six-month study of seven advertising agencies, the Advertising Checking Bureau discovered that in 85% of the instances where there was a billing difference, the newspaper was right. In 50% of those instances, the paper billed a lower rate than the agency anticipated for the ads!

Time, TV Guide and *Business Week* led, in that order, all general magazines in advertising revenue gains in the first half of this year, according to Publishers' Information Bureau. Time was first with a gain of $3,193,000; Tv Guide gained $2,616,000 and Business Week went up $2,412,000. . . . Newsweek has just finished a group of conference and dining rooms on the 40th floor at 444 Madison Avenue appropriately called, "Top of the Week". . . .

The "young family" market may be over-rated in the promotional pitch. Households headed by persons under 30 accounted for only 15% of the total consumer demand last year, according to a study on how families spend their money for some 700 products and services released by the National Industrial Conference Board. On the other hand, an estimated 13 million—or over a fourth of U.S. families—have incomes exceeding $10,000 and they account for about 50% of the spending power and represent 41.5% of the newspaper purchasers. Half of these homes, the *Life*-sponsored study discloses, is headed by persons from 35 to 54. . . . Father's Day sales volume rose 7.6% to $1.2 billion. The Father's Day Council notes that the week of merchandising before the big Day is even bigger than Christmas for the men's and boys' apparel merchants. . . . Philco-Ford's Diamond Jubilee appliance promotion includes four ads—a total of 5,420 lines—in 100 newspapers, up to August 6. . . .

At the International Newspaper Advertising Executives sales meeting last week in Montreal, Merrell DuBois, president, announced the resignation of Clair B. Otis as executive vicepresident and president-elect due to "his increased responsibilities" as assistant publisher of the Eureka (Calif.) Newspapers. Felix J. Tomei Jr., assistant manager of general advertising, *Chicago Tribune*, was moved up from first vicepresident. Victor A. Modeer, business manager, *St. Joseph* (Mo.) *News-Press-Gazette*, is now first vicepresident and Ronald A. Judges, vicepresident-advertising, *Montreal Star*, was elected second vicepresident. . . . DuBois reconfirmed his announcement (E&P, June 10) that the newspaper industry will embark on a campaign to explain the marketing system to the public. The program is scheduled to begin in September. . . . Major topic in the round table session on general advertising was the Federal Trade Commission's questionnaire to newspapers in 20 major markets concerning rate cards—differentials, etc.

Three-fourths of the agencies paying dues to the American Association of Advertising Agencies had greater billings in 1966. As a result, profit percentages topped those in all years since 1956. Net profit after taxes, according to 4A's 10-Year Record of Costs and Profits, averaged 4.98% of gross income (media commission, fees, etc.), compared with 4.25% in 1965 and 3.54% in 1957. As a percentage of billing (total space and time charges, etc. as billed to clients), net profit averaged 98/100 of 1%, compared with 81/100 of 1% in 1965 and 58/100 of 1% in 1957.

While television admen stew over the 155 hours of "unsponsored" Arab-Israeli news coverage, newspaper admen are promoting the fact that "newsstand sales of the average daily newspaper in the United States rose 11%" during the Mid-East crisis period. "Here is tangible proof," reports Jack Kauffman, president of the Bureau of Advertising, ANPA, "of the validity of a new research study (Project Five), which demonstrates that when people want to know, three out of five select newspapers as the best way to find out." . . .

Complimenting E&P on its coverage (July 15) of how the Illinois ad tax bill was killed, Al Engelhardt, vicepresident of The Branham Company, says he is all for forming a nationwide committee to watch legislative proposals at all levels of government. A plan for a "watchdog committee" may go before the International Newspaper Advertising Executives. Frank B. Gurda, also with Branham, who first noticed that the Illinois bill would have taxed newspaper representatives' revenue, as well as that of newspapers, said the E&P story by Gerald B. Healey "deserves the applause of the industry for complete reporting on this subject and at the same time providing vital information on the subject which should be useful to newspapers for years to come."

Edward Partikian, in charge of color sales at the Bureau of Advertising, ANPA, has been showing the new ROP and Preprint Color presentation to advertisers and agencies at the rate of 40 per month. "Par for the course is about 15," Ed says. He and Jack Kauffman have a really big show scheduled this week at Best Foods.

Advertising Linage Trends

(Compiled by EDITOR & PUBLISHER from Media Records—52 Cities Report)

Classification	1967	1966	Gain/ Loss %	*E&P Index
Retail (Including Dept. Store)				
June	155,308,000	155,351,000	100.0	114.0
May	168,107,000	166,198,000	101.1	110.3
Year to date	903,499,000	875,883,000	103.2	113.1
Department Stores				
June	50,767,000	51,940,000	97.7	110.4
May	58,437,000	59,378,000	98.4	107.9
Year to date	309,506,000	301,432,000	102.7	111.9
General				
June	26,252,000	27,819,000	94.4	100.8
May	29,322,000	31,494,000	93.1	98.5
Year to date	153,281,000	153,421,000	99.9	103.4
Automotive				
June	15,697,000	18,439,000	85.1	97.7
May	16,472,000	18,690,000	88.1	97.9
Year to date	85,982,000	95,259,000	90.3	101.7
Financial				
June	5,447,000	6,665,000	81.7	102.8
May	5,585,000	5,461,000	102.3	117.0
Year to date	34,922,000	37,080,000	94.2	107.2
Total Display				
June	202,704,000	208,274,000	97.3	108.1
May	219,486,000	221,843,000	98.9	107.7
Year to date	1,177,684,000	1,161,643,000	101.4	109.7
Classified				
June	76,428,000	80,873,000	94.5	109.3
May	80,566,000	87,029,000	92.6	108.7
Year to date	448,817,000	472,135,000	95.1	111.3
Total Advertising				
June	279,132,000	289,147,000	96.5	109.3
May	300,052,000	308,872,000	97.1	107.4
Year to date	1,626,501,000	1,633,778,000	99.6	110.6

* The E&P index is an average of the five past years.

Appliance Promotion Draws 80,000 Entries

JACKSONVILLE, Fla.

More than 500 no-frost refrigerators and freezers were sold at all major appliance stores here during a special month-long promotion sponsored jointly by the Florida Publishing Company, U. S. Steel, and the dealers.

"Fantastic!" was the way a Sears, Roebuck & Co. official described the results.

"Although we can't release our figures for publication, the increase in sales during this promotion could only be described as fantastic," said Hurtis Chestnut, sales manager of the Sears department store in downtown Jacksonville.

Best Around

Firestone Stores here sold more refrigerators and freezers during the "Buy Big—Buy No-Frost" event than during any 30-day period in the past two years, according to Firestone manager, Tom Underwood.

Dudley Bowlby of U. S. Steel said the cooperation among the Florida Publishing Company—publisher of the *Florida Times-Union* and *Jacksonville Journal*—and the local distributors equaled or bettered similar promotions conducted throughout the United States.

The refrigerator-freezer promotion centered around a free vacation for two in Jamaica. Persons visiting any of the participating dealers were eligible to enter the contest.

80,000 Entries Received

Bill Clifton, general advertising manager of the publishing company, noted that public response far exceeded expectations.

"We printed 50,000 entry blanks, but these weren't enough. We ordered another 30,000, and they were exhausted on the final day of the campaign," he said.

"I can't recall ever having had that many entries in one of our promotions," Clifton added. "That's 80,000 potential customers for the people who advertise with us."

A free Jamaica vacation was also offered to the salesmen of the participating dealers. They were permitted to submit an entry blank for each no-frost appliance they sold during the June promotion.

Quite by chance, the winning customer filled out his entry blank at Sears, which also claimed the winning salesman.

Drawing Held at Plant

The winning entries were drawn from a barrel by the reigning Miss Jacksonville at a public ceremony on the patio of the new $13-million Florida Publishing Company's plant here.

Participating dealers were encouraged to erect in-store displays centering around the free vacations. A plaque was awarded to the store (Pic 'N' Save) with the best exhibit.

The 20-man sales staff of the publishing company kept in constant contact with the stores throughout the event, encouraging them to take full advantage of the promotion.

The two vacations were provided by Marianne Steele of the Jamaican Tourist Board in return for free promotional and publicity considerations. Air Jamaica contributed free transportation.

U. S. Steel was so pleased with the outcome of the promotion that another one is tentatively scheduled here in the fall.

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Increases Frequency of Newspaper Ads

Kold Kist Inc., originator of precooked frozen foods, has increased the frequency of its advertising in newspapers throughout California and Arizona.

For the next three months Kold Kist has scheduled ads every week on the food pages of papers in the two states.

A public relations campaign with recipe releases and photos backs up the ad campaign. Joe Leighton & Associates is the agency for Kold Kist.

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Research Manager

HOUSTON

August Galiano has been named manager of the *Chronicle's* research and promotion department. He replaces Richard J. V. Johnson, who served as manager of the department from 1958 to 1965 and as director of research and promotion until he was named assistant to Chronicle president, Frank Warren. Galiano joined the Chronicle in 1955 as promotion copy writer after graduating from the University of Houston.

FROM ADMAN TO EDITOR—The Rev. Thomas R. Leahy, newly named executive editor of the Catholic Herald Citizen in Milwaukee, was an advertising salesman in Evansville, Indiana, before he studied for the priesthood. He was ordained in 1955. In 1962 he went to work for the Citizen, Milwaukee archdiocesan weekly, as a feature and editorial writer.

Buffalo Agency Acts Bullish at 10 Years

BUFFALO, N.Y.

The mood was "bullish" at the John E. Hayes Co., Inc., Marketing/Advertising Consultants, with the recent celebration of the firm's 10th Anniversary.

A sunny weekend provided the occasion for two open-house receptions at the agency's offices in the Buffalo suburb of Williamsville. Agency suppliers and media representatives rallied on Friday afternoon, while clients and their wives were feted on the following Sunday.

Boom Spirit

Invitations printed on stock certificates set a "Wall Street" theme by announcing that the order of business called for a board meeting, and that dividends in the form of friendship and social well-being would be declared. The agency's art department decorated the offices in proper manner, with ticker-tape streamers and pastel flower garlands made from pages of the *Wall Street Journal*. Souvenir matchboxes, covered with stock quotations and stamped with the Hayes seal in the Agency's colors, were provided as party favors. Colorful umbrellas and a strolling troubadour in the courtyard carried through the festive theme.

The "boom" spirit that prevailed at the celebration was apropos of the agency's growth. Starting as a one-man shop, the John E. Hayes Co., Inc. has matured to where today it performs services for 35 clients in both U.S. and Canada ranging from heavy industrial to national consumer accounts. Since its inception, the firm has specialized in a "Total Marketing" concept, from the implementation of advertising and marketing campaigns to product design and styling, creating product literature, public relations, trade show displays, corporate personality and package design. Several Hayes-designed pieces have recently received trade awards.

Capitalized billings for 1967 are expected to exceed 1½ million dollars. Hayes, president, noted that the agency's growth has paralleled that of its clients.

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Springfield Gravure Has Color Promotion

SPRINGFIELD, O.

Springfield Gravure Corp. has developed a design program which will provide grocers with the ability to use Specta-Color advertising in newspapers.

The first design is "Barbecue," displaying typical items for a summer cook-out. The second design will be for the Thanksgiving and Christmas holidays.

For information concerning the program, contact Richard D. Kattell, Springfield Gravure Corp., 1940 Commerce Road, Springfield, O., 45501.

HOW the Detroit News uses the five-W's of journalism to catch attention in outdoor signs.

Outdoor Advertising 'In' with Newspapers

Motorists approaching the offices of the *Dallas Times Herald* were greeted recently by a new sign on the corner of the building. The eye-catching display sported a quarterback in action and a boldly-lettered message, "Get with it!" At the bottom of the sign, in smaller lettering, was the name of the advertiser: The *Houston Post*.

Houston and Dallas, traditional rivals, were at it again.

If and when the Times Herald will come up with a topper is unknown, but the Post's one upmanship typifies a growing trend to use of outdoor advertising in newspaper promotion.

"Newspapers are making more imaginative and effective use of outdoor than ever before," says Stephen G. Bowen, formerly advertising director of Metropolitan Sunday Newspapers and now president of Metropolitan Outdoor Network Inc. (MONI), national sales arm for outdoor firms throughout the country.

Bold, Terse Headlines

Bowen says that newspapers using outdoor are doing so with expertise and skill.

"Eye-catching illustrations and bold, terse headlines are their stock in trade," he commented. "Outdoor has the same requirements — short, punchy copy and imaginative graphics —and for this reason newspapers have been able to develop especially creative approaches in the medium. This technique attracts split-second attention and imparts the strongest memory appeals."

Community interests and a public service approach characterize much of the outdoor advertising by newspapers. The *Detroit News* featured a major sports event to be held in the city. While details of where and when were prominently displayed, the paper gave only a minor notice of its own sponsoring role—but the message spoke loudly for the paper's good will. The News employed a large embellished bulletin which had the appearance of an open newspaper, held at the edges by giant hands and topped by the king-size head of a man reading. The paper was identified as the News and across the entire sign in brilliant red lettering was the legend: "This is what people read around here."

The *Trenton Times*' Christmas campaign helped local businessmen with a poster reminding people to "Shop the Ads." The spirit of the season was reflected in an illustration of a Santa Claus, actually a reproduction of a drawing by Thomas Nast, the political cartoonist, who created the image of Santa as he is known today.

In Atlanta, main roads in the southwest portion of the city featured outdoor posters with the cryptic proclamation, "The Sun Will Rise Soon in the Southwest." After several weeks, passersby watching for an explanation were rewarded with: "*Southside Sun*, serving 40,307 homes in Metro Atlanta's Great Southwest." The teaser campaign was used to build interest in the launching of a new suburban weekly, and the outdoor medium provided not only flexibility in technique and market coverage but also an economical means of obtaining broad reach and immediate local identification.

Touch of Humor

The *St. Louis Globe-Democrat* has been using outdoor to promote special features. One of its award-winning posters headlined, "Shape Up—Slim down . . . read about it in the Globe-Democrat," with the image of an exercising teen-ager for strong visual recognition. Another poster for a general circulation campaign made the point that "5 out of 6 new Readers Buy the Globe"—with an imaginative touch of humor provided by an illustration of six infants in diapers, five of them happily perusing their favorite newspaper.

In Detroit, the *Free Press* came up with a large telephone dial labeled "Action Line" and the message, "Let your fingers do the squawking" to promote its public service reader inquiry and answer column.

In Florida, the *Miami News* uses embellished cut-out designs as well as posters which the paper utilized heavily to inform readers of the changeover from Thursday to Wednesday of its food section. Another campaign helped to strengthen advertiser support by allotting free space on outdoor displays to firms buying specified linage.

Humor also plays a part in newspaper outdoor advertising. For example, in Cleveland, the *Plain Dealer* featured a bulletin with the cartoon figures of a baseball umpire calling an angry player out. The high impact message read simply: "You Get Both Sides in The Plain Dealer."

The *Winnipeg* (Man.) *Tribune* has a bulletin featuring "Want ads . . . Two lines for $1 for one week," and a Montreal paper's outdoor sign announces in French, "9 families out of 10 read *Le Soleil*."

Even the *London Times*, in efforts to shake off a reputation as one of the world's most staid publications, Bowen said, plunged into outdoor as part of a circulation-building campaign.

"One of the potent pluses of outdoor is its synergistic effect," Bowen declared. "Outdoor can be used to recall and reinforce messages conveyed by other media.

"It's like a martini, the ingredients have their own particular value but, combined and served properly, they create a very special and palatable result, more effective than the total of the individual parts."

The Detroit Free Press promotes a hot feature.

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$2,500 to Be Awarded For Financial Journalism

An invitation to business and financial writers to submit entries in competition for the first annual Hentz Award for excellence in financial journalism was issued by H. Hentz & Co., Wall Street-based brokerage firm.

The Hentz Award, consisting of a cash prize of $2,500 and a citation, will be presented on or about Nov. 15 for the most "significant and sustained contributions in the field of financial writing" during the period Oct. 1, 1966 through Sept. 30, 1967.

The award will be administered by New York University's Department of Journalism.

Entries should be accompanied by a letter identifying the writer, his affiliations, the publication dates of the articles and where they appeared, and addressed to Professor M. L. Stein, Chairman, Department of Journalism, New York University, Washington Square, New York, N.Y. 10003. The deadline for submitting articles is Oct. 1, 1967.

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Boys Go Fishing

WATERTOWN, N. Y.

Two carrier boys who demonstrated superior conduct and initiative in selling subscriptions have been rewarded by the *Watertown Daily Times* with a six-day trip to Millinocket, Me. Copy Editor Ronald D. Wiley will accompany the youths—Gene Bolton and Davis Schryver —to the Great Northern Paper Company's fishing and vacation camp.

THE CHRONICLE MEANS THE WEST

CLASSIFIED CLINIC

All-Out Promotion: 'Man from Big One'

By Stan Finsness
CAM, Providence Journal and Bulletin

The Editor & Publisher Award for best promotion in the under-25,000 circulation group was presented at ANCAM's convention to the *Athens* (Ga.) *Banner-Herald*. The entry of this 10,000 circulation evening (except Saturday) and Sunday paper deserves mention for good reason: it's one of the few examples of sales promotion where the whole paper is being merchandised to sell advertising.

Usually it seems that all departments of the newspaper take off in different directions and rarely does one know or even care what's going on in the next office.

The Athens promotion got its start in the home offices of Southeastern Newspapers Corporation, which operates in Augusta, Savannah and Athens. Promotion Director Al L'Heureux, with Richard Ellis, art director of the *Augusta Chronicle-Herald*, came up with a hard-sell program designed to establish the Athens Banner-Herald as the leader in all fields —news, advertising and circulation—in competition with the *Athens News*.

It Covered Everything

The two collaborated in creating a promotion which covered everything: in-paper promotion of local, state and national news; retail, classified and national advertising; circulation and delivery service including truck signs, street rack signs, die-cut door hangers; "Big One" buttons to be worn by all employes, whether selling advertising, digging up news, delivering papers or working in the plant; a new sig for use on the ears of the paper and general promotion; new two-color letterheads, envelopes and calling cards.

Finally, L'Heureux compiled a demographic and economic study of the market area and worked it into a complete sales pitch for the retail, classified and national sales staffs of the Banner-Herald.

Before kicking off the promotion, special briefings were held to familiarize employes with the promotion and in particular with the segment which would affect them directly. The entire staff was given the opportunity to view the 32 camera-ready in-paper promotion ads so that they would get the full impact of the program.

From the start, the promotion proved to be a success. It got so that local advertisers began referring to salesman from the Banner-Herald as the "man from the Big One". All in all, the promotion was extremely effective in making both advertisers and readers alike favorably aware of the Banner-Herald's new image as the "Big One" in Athens and of the paper's effectiveness as a dynamic medium.

He Changed History

The *Akron* (Ohio) *Beacon Journal* won second place in the over-100,000 circulation group in this year's International Want Ad Week competition with its series of in-section tongue-in-cheek ads with the theme "The Want Ad That Could Have Changed History."

CAM John Kidder took present day ads, applied them to well-known historical situations and completely changed the course of "history".

Here's an example: If Custer had seen this want ad, would history have been changed?

HURRICANE FENCING. 6, 8 or 10-ft. heights; heavy galvanized chain link; 3-in. heavy gauge steel post; barb-wire topped. Expert installation, immediate service. Call for free estimate. Boundry Line Fencing Co., UT 80372.

Or—"If Mrs. O'Leary had seen this want ad . . . USED battery operated lantern for sale".

IWAW's second place award in the 50,000 to 100,000 circulation group went to Clyde Davis, CAM of the *Augusta* (Ga.) *Herald*, for his well-rounded promotion effort. Besides regular in-section stuff, Davis put on a contest to choose the four best-written family want ads run during the week with $25 savings bonds as prizes, had a "Take Your Break With Classified" party in the phone room, inviting all 260 of the paper's employees, ran a half page ad containing pictures of all the Classified staffers and explained their jobs.

'Neighbor to Neighbor'

Second place in the 25,000 to 50,000 group was won by the *Tarentum Valley* (Pa.) *News* and *Dispatch*. The highlights of CAM Jack Rehak's effort, which included a price special on "neighbor-to-neighbor" Want Ads, were the full-page ads depicting the Valley Daily News being read in some of the famous parts of the world—"The Eiffel behind him, an Eyeful beside him, and HE reads NEWS Want Ads!" . . . "They're outselling us in London . . . but you ought to see what we're doing to the rest of the world on OUR home grounds . . . right here at home, no newspaper in the world equals the pulling power of the Valley Daily News."

Crossword Contest

One of the most unusual promotions won second place in the under-25,000 circulation category for John J. Powell, CAM of the *Oil City* (Pa.) *Derrick*. He put together a simple and effective Classified Crossword contest with the clues buried in the Classified columns. The puzzle, which ran only once in the Derrick and once in the *Franklin* (Pa.) *News-Herald*, produced 294 entries from 41 communities in three states, with 144 correct answers. Cash prizes were awarded through a drawing and the remaining winners received certificates entitling them to a free ad up to 10 lines for four days.

* * *

WE BEG YOUR PARDON—Due to the pressure of convention coverage, mixed shorthand, or something, this reporter incorrectly gave a first prize in the E&P Awards to the *Chicago Sun-Times* and *Chicago Daily News* in last week's column. The *Philadelphia Inquirer*, which was mentioned as the judges' second choice, was the winner.

THERE'S SOMETHING EXTRA

ABOUT TESTING IN ALTOONA

Over $300-million in personal incomes, typically distributed, annual retail business nearly $200-million!

Compact area, standard patterns of distribution, and cooperative retailers make light work of test logistics.

Altoona's isolation — nearly 100 miles away from any major metro market insures you valid test results.

And 98% of Altoona families, 4 out of 5 in Blair County, rely on one newspaper for daily buying information.

TEST BEST IN PENNSYLVANIA IN THE

Altoona Mirror

ALTOONA PENNSYLVANIA'S ONLY DAILY NEWSPAPER

Richard E. Beeler, Advertising Manager

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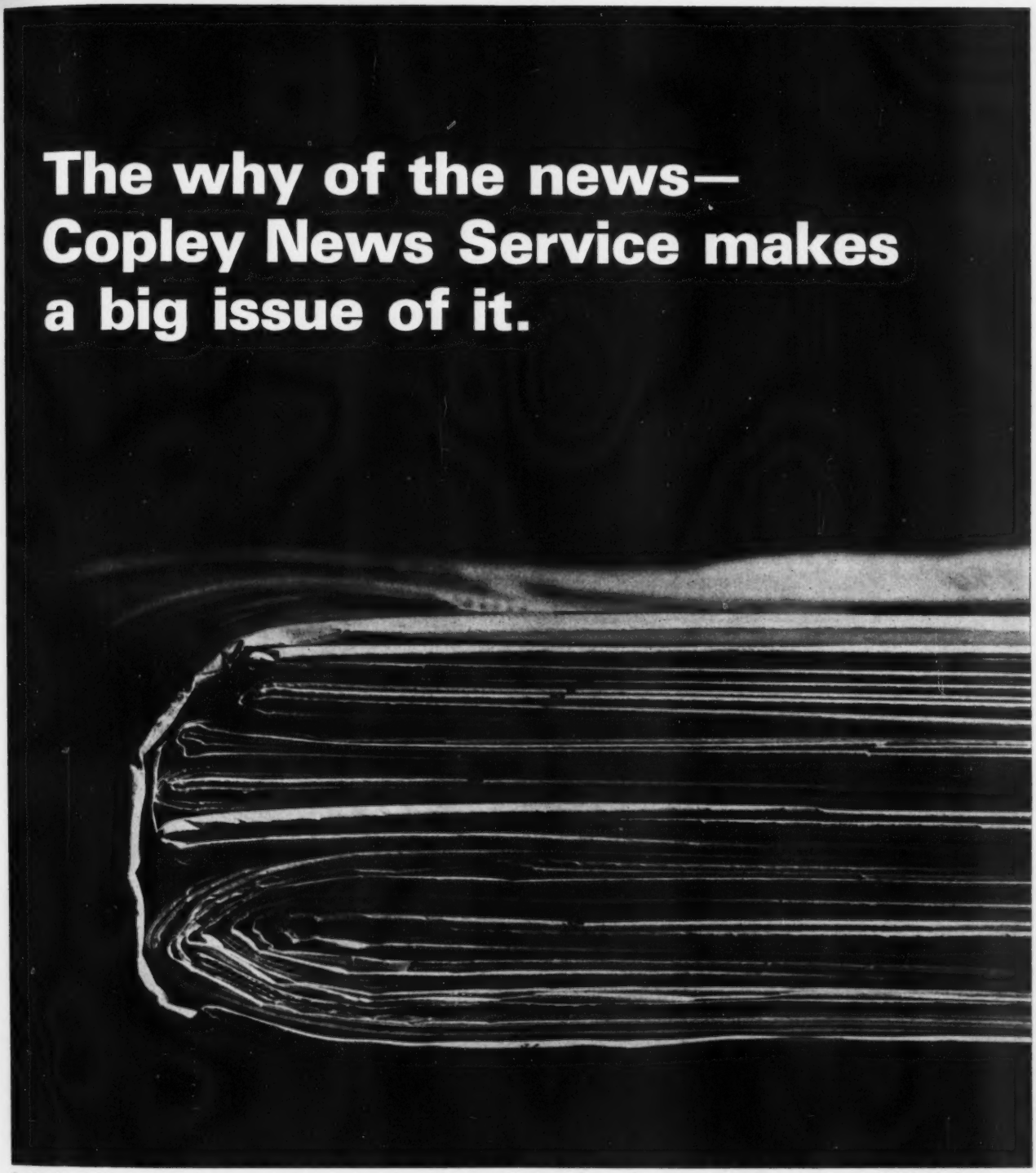
*SALES MANAGEMENT 6/10/67

The why of the news— Copley News Service makes a big issue of it.



Copley News Service reports the why of the news. We've made a big issue of that fact recently but, really, isn't it a pretty good point? Every news service is concerned about bringing who, what, when and where to newspaper readers. So is Copley News Service. CNS, though, is just as concerned about something else — the why of the news.

All Copley News Service correspondents dig a little deeper to bring today's knowledgeable newspaper readers the why of the news — probing, up-to-the-minute analyses of fast-moving world events. CNS offers concentrated coverage of the stories behind the headlines, in-depth reporting that gives readers the whole story.

Copley News Service means the why of the news. It's what's happening — and why it happened! CNS also makes available to subscribers—by their own selection—many extra features for a bright, exciting newspaper that entertains and informs.

CNS is the true supplementary news service. All CNS features are available by mail or leased wire. For complete information, prices and sample reports, contact — Rembert James, Editor, Copley News Service, 940 Third Avenue, San Diego, Calif. 92112.

CNS

Honolulu Star-Bulletin Owners Spike Sale Rumor

HONOLULU

Rumors that the *Honolulu Star-Bulletin*, Hawaii's largest newspaper, might be sold were firmly denied at a staff party celebrating the firm's 55th birthday recently.

"Maybe the Star-Bulletin will be sold someday," said Alexander S. Atherton, company president and principal owner, "but it will be over my dead body."

Atherton's father was the first president of the Star-Bulletin. His grandfather was a founder in 1893 of the *Hawaiian Star*.

Chinn Ho, board chairman, said he and "Pug" Atherton have an agreement under which each has first option to buy out the other's interest should one desire to sell.

Far from wanting to sell, Ho said, the owners want to see the evening newspaper which now has a 113,000 circulation expand its role in Hawaii and throughout the Pacific.

"It may be necessary that we acquire equity interest in papers in the Orient," he said. Ho indicated he visualizes a possible joint venture into the Orient with other U.S. publishers.

Though Atherton's family has been interested in the Star and Star-Bulletin for 74 years, majority control rested with the Wallace R. Farrington family and estate from 1929 to 1962. At that time, Atherton, Ho and others in Capital Investment Co. bought up the estate's holdings in an $11 million transaction.

Officers of the Star-Bulletin are: Chinn Ho, chairman of the board; Alexander S. Atherton, president; John T. Waterhouse, vicepresident and treasurer; Chauncey B. Wightman, vicepresident; William H. Heen, secretary; Alta Mae Goffin, assistant secretary; Stuart T. K. Ho, assistant secretary; K. Y. Quon, assistant treasurer; Porter Dickinson, publisher; A. K. Wong, comptroller.

Directors are: Alexander S. Atherton, Dr. Y. Baron Goto, William H. Heen, William H. Hill, Chinn Ho, Vincent J. Manno, John T. Waterhouse and Chauncey B. Wightman.

•

Deegan Company's PR Services Realigned

The Interpublic Group of Companies is expanding its activities in the field of public relations.

Thomas J. Deegan Company Inc. will concentrate on management policy counseling, and will broaden its services in an advisory capacity to embrace such corporate matters as mergers, acquisitions and stockholder relations.

Debs Myers, Edwin Fisher and the present Deegan staff, except for the Washington office, will be formed into the Myers-Fisher Company Inc., which will expand its general services to Deegan clients in public relations, management counsel, marketing and press relations. The Los Angeles office of the Thomas J. Deegan Company will become part of Myers-Fisher.

In Washington, Major General Chester V. Clifton and Jack Raymond, formerly president and vicepresident of the Deegan company will continue to serve existing Deegan clients. They will be formed as Clifton-Raymond Associates, Inc.

Local Magazine

ST. PETERSBURG, Fla.

"The Floridian," the *St. Petersburg Times'* new offset Sunday magazine supplement, made its bow Sunday, July 16, with 32 pages. Color ran on 12 inside pages in addition to front and back covers. The Floridian is printed on a new Goss web offset press. The magazine replaces the Times' *Sunday* and Leisure and the Arts feature package. Anne Rowe is the editor.

•

Boston Reps Elect

BOSTON

At a recent meeting of the Boston Chapter of the American Association of Newspaper Representatives, the following were elected as officers: Arthur D. Wright Jr. (Julius Mathews) president; Morley L. Piper (New England Newspaper Advertising Bureau) vicepresident; Francis H. Stevens (Providence Journal-Bulletin) treasurer.

•

McCarthy Promoted

Joseph McCarthy has been promoted to associate media director of Sullivan, Stauffer, Colwell & Bayles, Inc., it was announced by Ellis I. Folke, vicepresident and director of media. McCarthy, formerly assistant media director, will take charge of the group previously headed by William Birkbeck who moved to MacManus, John & Adams, Inc.

•

Kelvinator Agency

American Motors Corp. has appointed Edward H. Weiss & Co. in Chicago as the advertising agency for its Kelvinator Appliance division. The agency succeeds Benton & Bowles which lost this division as well as the company's auto advertising. The auto account has gone to Wells, Rich & Greene.

Business Manager Heads Ad Staffs

APPLETON, Wis.

Jack E. Williams has been appointed manager of the general advertising and classified departments of the *Appleton Post-Crescent*, succeeding George W. Browne, who left to become advertising director of a new newspaper in Oshkosh, Wis. Williams has been business manager of the *Twin City News-Record*, which is owned by the Post Corporation, publishers of the Post-Crescent.

Eugene Hammen takes over as business manager of the News-Record. He has been a classified salesman for the Post-Crescent and retail advertising salesman for the News-Record. Replacing him will be Richard Mueller, formerly with the *Manitowoc* (Wis.) *Herald-Times*.

•

Downtown Shopping Remains Popular

The downtown business district in Philadelphia is still the largest shopping place, according to a 68-page study released by the *Philadelphia Inquirer*.

The report, "Retail Shopping, Purchase and Service Patterns in the Philadelphia Retail Trading Area," is based on interviews with shoppers in 4,646 Delaware Valley households.

According to the survey, 33.6% of the sample still shop the central business district. In 1959, according to a previous Inquirer study, it was shopped by 52%. The Cherry Hill Mall, 69th Street Shopping Center and King of Prussia Plaza are the next highest ranked centers.

•

Ward at Brokerage

Lee C. Ward has joined McDonnell & Co. Inc., Wall Street brokerage firm, as director of advertising and public relations. He was with Dale Carnegie and Associates Inc., in a similar capacity, and the American Bakeries Company. Harshe-Rotman & Druck Inc. has been engaged by McDonnell to conduct a public relations program.

•

PR Man Promoted

The appointment of Maurice J. O'Reilly, a former reporter for the *Newark* (N. J.) *Star-Ledger*, as assistant director of public relations of the Borden Company has been announced. He has been in charge of special projects for the past 10 years.

UP GOES ADVERTISING VOLUME

when you spark the creative selling of EXTRA linage with . . .

AD

Timely selling IDEAS . . . dynamic art work . . . visualized in dramatic easy-to-sell layouts.

ADVERTISING DYNAMICS

METRO

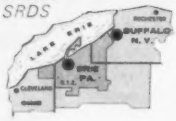
80 Madison Ave. New York, N. Y.

in the dark about distribution in the ERIE, Pa. AREA?

Over 60% of Erie's food sales volume arrives through Buffalo area distribution centers. This 60 million dollar "bread-box" makes Erie, Pa. a very integral part of western New York. Erie's consumer spendable income is nearly 600 million with over 375 million of this in retail sales, 26% of this volume* ($98,000,000) is spent on food.

You can whet the appetites of Erie buyers through the Erie newspapers, for 94% of the households subscribe to the ERIE MORNING NEWS, EVENING TIMES and the SUNDAY TIMES-NEWS. Erie will get your message and respond when it appears in these 3 great newspapers.

*Source SRDS



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TIMES PUBLISHING CO., ERIE, PA.

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Available Immediately: Highly Competent Newspaper Men and Women

Due to the Merger of the Boston Herald and Boston Traveler

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We will be happy to forward resumes and arrange appointments./Please write to George E. Akerson, Publisher, Boston Herald Traveler, 300 Harrison Avenue, Boston, Mass. 02106

"An Equal Opportunity Employer"

1963 Libel Suit Quashed; Court Finds No Malice

DOVER, Dela.

The Delaware Supreme Court granted a summary judgment to the News-Journal Co. of Wilmington and two newspaper executives in a 1963 libel suit.

The opinion reversed an order of Superior Court Judge Robert C. O'Hora, who ruled in July, 1966 that a jury would have to decide whether malice existed in news stories about Charles T. Gallagher Jr., who, with his wife, Hope D. Gallagher, was plaintiff.

O'Hora had declined to reconsider his ruling last September, following which the appeal was taken.

The Delaware Supreme Court cited a U.S. Supreme Court ruling which held that "malice" under the law is knowledge of falsity or reckless disregard of whether a publication is false. It also held that Gallagher, as Republican city chairman at the time, qualified as a "public figure" under the law.

After reviewing the facts and news stories that led to the filing of the suit, the Delaware Supreme Court held that "the record contains no evidence to justify a finding of actual malice; as defined in the (U.S.) Supreme Court cases cited herein."

The stories on which Gallagher based his suit dealt with an investigation of alleged shortages in rents due the State Highway Department from various real estate brokers.

The successful appellants, in addition to the News-Journal Co., are Charles L. Reese Jr., company president, and Creed C. Black, former executive editor. William P. Frank, reporter and columnist, had been cleared of any liability in O'Hora's orginal ruling.

The Supreme Court opinion was unanimous.

•

Take Four Awards

SUN VALLEY, Idaho

Gladys Erickson, reporter for *Chicago's American*, was named "Woman of Achievement" recently at the 39th annual convention of the National Federation of Press Women and was presented with a gold engraved medallion. She won a first place and a second place award for stories which appeared in the American. Barbara Tiritilli, also an American reporter, won a third place award in the critic's review category of the federation contests.

The Klamath Falls, Oregon
HERALD & NEWS
A Scripps League Newspaper
has been completely converted to
COLD TYPE COMPOSITION
&
PHOTO OFFSET REPRODUCTION
The number of Scripps League dailies
now using these processes is
20
Scripps League Newspapers, Inc.
131 Mercer St., Seattle, Washington

Umpire Procedure Added To Arbitration Agreement

CHICAGO

Steps to assure the continuation of voluntary arbitration of pressroom disputes were taken this week by the International Printing Pressmen and Assistants' Union of North America and the American Newspaper Publishers Association. Their first international arbitration agreement was written 65 years ago and has been renewed each five years.

There are 137 press rooms of daily newspapers covered by the agreement. Publishers and local unions sign an "individual arbitration agreement" underwritten by the ANPA and the IPP&AU, which guarantees against lockouts by the publisher and against walkouts, strikes, or boycotts by the union members.

In meetings here, members of the Labor Relations Committee of ANPA and officers of the union agreed upon revisions in the basic agreement and in the code of procedure which will facilitate the use of this method of settling labor-management differences on grievance matters and on new contract negotiations.

Anthony J. DeAndrade, president of the union, said the international union officers would urge the membership to ratify the agreement by referendum during November.

The agreement provides for the establishment of a panel of 20 men from which selection will be made when an issue arises.

One other major change offers signatories to the agreement the opportunity to establish a local "permanent umpire" procedure as an alternative to the traditional procedures provited for since 1902. The parties felt this would offer a way to speed up the settlement of many issues without the necessity of lengthy and costly formal hearings. Such an arrangement for instant decisions in grievances was written into the agreement between Newark, N.J. publishers and the local pressman's union recently. (E&P, July 15).

Representing the ANPA Labor Relations Committee were: Albert N. Jackson, *Dallas* (Tex.) *Times Herald;* Eugene C. Bishop, Palo Alto (Calif.) Peninsula Newspapers Inc.; Frank S. McKinney, *Kansas City* (Mo.) *Star* and *Times;* Harold F. Grumhaus, *Chicago Tribune;* Cleve Rumble, *Louisville* (Ky.) *Courier-Journal* and *Times;* William Davis Taylor, *Boston Globe;* Bernard H. Ridder Jr., *St. Paul* (Minn.) *Dispatch* and *Pioneer Press;* and Miles P. Patrone, chairman.

Representing the IPP&AU in addition to DeAndrade were: Alexander J. Rohan, secretary-treasurer; J. Frazier Moore, vicepresident; Raymond J. Boland, paperhandler vicepresident; and Sol Fishko, specialty vicepresident.

•

Art Director Named

COCOA, Fla.

Robert Meagher has been named art director for *Today* and Gannett Florida Newspapers. He has been associated with Today since he came to Florida to assist the founding editors with its art and design. He had served for 15 years as staff artist for the *Rochester* (N. Y.) *Democrat & Chronicle.*

•

Stebbins to WWB

Hal Stebbins Inc. of Los Angeles has been acquired by West, Weir & Bartel of New York and Beverly Hills. Hal Stebbins, head of the 18 years old agency, becomes an officer and stockholder of WWB. The merged operation will have headquarters at 9033 Wilshire Blvd., Beverly Hills.

•

Magazine On Hawaii

CHICAGO

The *Chicago Tribune* will publish a full-color rotogravure magazine about Hawaii's business, industry and tourism on Oct. 1. Promotion plans include house ads, radio commercials, and mailings to travel agents.

PARK ROW
NEWS SERVICE
news features
with your
LOCAL angle
150 Broadway,
New York, N. Y. 10038

They won't need them anymore.

The Hoe system prevents ink mist in the pressroom and everywhere else in the plant. Maintenance and clean-up problems will no longer plague your operation. And publishers know that a clean plant promotes efficiency and pride in employees, which is reflected favorably in the quality of the newspaper they produce.

And it's trouble-free, as well!

Operating on 110 volt current, the Hoe Ink Suppression System is designed with ease of installation, operation and maintenance in mind. Yet it's rugged enough to stand up against a web break.

Contact your Hoe representative for the full story on the Hoe Ink Suppression System. Chances are, *you'll* take your hat off to it, too. **HOE**

R. Hoe & Co., Inc., 910 East 138th St., New York, N.Y. 10454

Pressmen take off their hats when the Hoe Ink Suppression System comes into the room

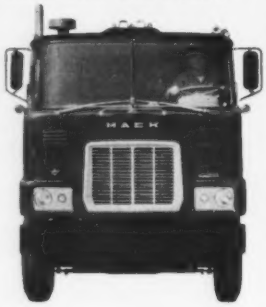
James A. Martin... Driver of the Year

Ohio's James A. Martin was voted "Driver of the Year" in competition with individual state winners across the country. He has driven professionally for six years . . . a half-million miles . . . without an accident. A driver for B & L Motor Freight, Newark, Martin was credited by law enforcement officers with rescuing four injured travelers by removing them from their wrecked auto seconds before it was struck by a speeding train.

Meet the trucking industry's

The drivers of the nation's nearly 15 million trucks are a great All-America team. We salute the "Driver of the Year" because he's typical of this country's dynamic, growing truck transportation industry . . . and of the men who roll up countless accident-free highway miles, year after year.

They're doing a tremendous job. Keeping America on the move. Transporting everything we eat, wear and use . . . to and from every community in the land. Establishing new records for mileage, tonnage and highway safety. It's a tribute to their driving skill and the equipment they drive. So join us in our salute to the dependables...the nation's professional truck drivers.



Kermit Neumann
MINNESOTA

Eugene H. Clark
MISSOURI

Allen L. Whittington
MONTANA

Earl M. Landreth
OKLAHOMA

Elmer M. Hagan, Jr.
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AMERICAN TRUCKING INDUSTRY

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The Truck Capital of the World

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C. E. Hayes & E. A. Lowe
FLORIDA

Bobby Lee Dreher
GEORGIA

Leo B. Joseph
ILLINOIS

Lowell A. Smith
INDIANA

Virgil Thomas
KANSAS

Walter E. Huntington
MAINE

Raymond E. Nelson
MARYLAND

Lester A. Thompson
MICHIGAN

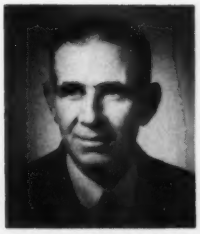
"Drivers of the Year"

Charles A. Folk
NEVADA

Roland G. Gauthier
NEW HAMPSHIRE

Frank Kubat
NEW JERSEY

Peter Granello
NEW YORK


Ralph T. Self
NORTH CAROLINA

C. W. Schoephoerster
NORTH DAKOTA

Delbert Chance
TEXAS

Armand Cross
VERMONT

Linwood G. Harding
VIRGINIA

William W. Anderson
WEST VIRGINIA

Omer K. Stendahl
WISCONSIN

Joe E. Francis
WYOMING

It's a fact that parking meters control traffic effectively and actually save motorists a place to park. But they do more, much more.

Parking meters mean business for merchants. (Studies show the average is $12 to $14 in purchases per day per metered parking space in a shopping district). More business, too, when all-day parking is eliminated.

Parking meters save time for shoppers (who tend to make better use of metered minutes and hours).

And, happily, parking meters furnish important revenue to communities which they can use to improve off-street parking. This helps improve traffic flow and the whole cycle starts again.

Parking meters provide more parking for more people in more cities every day. Did a Rockwell parking meter save you a space today?

Rockwell
MANUFACTURING COMPANY

Local Press Council Experiment Financed

WASHINGTON

A foundation grant to support two experiments in press-community relations was announced this week by the Mellett Fund for a Free and Responsible Press.

Dr. William L. Rivers, of the Stanford University Department of Communication, was awarded $16,250 for a project that will establish, administer and report on two community press councils.

The councils will be located in Bend, Oregon, and Redwood City, California. Both will consist of community representatives who will meet regularly with publishers of their local daily paper for discussions of press performance. Each will be conducted under different procedures in an attempt to find the most effective ways to promote useful dialogue between a newspaper and its community.

Ben H. Bagdikian, president of the Mellett Fund, said:

"By supporting these projects under the complete direction of a respected university scholar who has a background as a working reporter, we hope to provide a body of knowledge that will help others in this country establish in their own communities a continuing, critical and creative relationship between newspaper and readers, without infringing on editorial independence.

"It is also our hope that this will be a genuine dialogue, with community representatives learning more about the problems and values of community newspapers as well as providing a unique channel for publishers to hear from their communities."

Cooperating with Professor Rivers are Raymond L. Spangler, publisher of the *Redwood City Tribune*, a daily with 21,000 circulation in a city of 60,000 population, and Robert W. Chandler, president and editor of the *Bend Bulletin*, a daily with 7800 circulation in a city of 12,000 population.

Professor Rivers was a newspaper reporter in Louisiana and Texas and was Washington correspondent for *Reporter* magazine. He studied at Louisiana State University and the American University in Washington. He is the author of two journalism textbooks and of *The Opinionmakers*, a study of Washington journalism.

The Mellett Fund was created through a bequest from Lowell Mellett, newspaper editor and columnist, to the American Newspaper Guild to be used to explore ways of encouraging responsible press performance without infringing on established press freedoms. The Guild in turn established the Fund as an independent non-profit corporation to further the aims of the bequest.

In addition to Bagdikian, officers and directors of the Fund are John A. Goldsmith, United Press International Washington correspondent, vicepresident Charles A. Perlik Jr., secretary-treasurer of the Guild, secretary-treasurer; H. Eugene Goodwin, director of the Pennsylvania State University School of Journalism; William J. Farson, ANG executive vicepresident; A. H. Raskin, of the *New York Times;* Arthur Rosenstock, ANG president; Ted Poston, of the *New York Post*, and Ellis T. Baker, editor of the *Guild Reporter* and ANG Director of Research and Information.

•

$11 Million in Taxes From Field's Estate

CHICAGO

Marshall Field left a net personal estate in Illinois of $9 million. Federal and state taxes took $11 million of the gross estate left by the publisher and editor of the *Chicago Daily News* and *Sun-Times* when he died Sept. 18, 1965 at the age of 49.

The Field estate consisted of additional assets outside of Illinois which were not accounted for in the inheritance tax reports filed here this week.

The records show that Mrs. Julia Lynne Templeton Field, 26, received $3.4 million in her husband's Illinois estate. His six children share in various trusts. Marshall Field, Jr., assistant general manager of the newspaper division of Field Enterprises, is listed for $938,341.

•

Fund for Negro

MOBILE, Ala.

A fund-raising appeal initiated by the *Mobile Press Register* with a gift of $250 brought in $12,000 to reimburse John L. LeFlore, Negro civil rights leader, for the repairs to his home and furnishings. Insurance covered only part of the loss caused by a mysterious blast.

(One of our current series of ads to national advertisers and their agencies.)

Put your money where the mouths are!

Why not put your advertising dollars to work in Metro Indianapolis, where over 315,000† households have a better than average ability to buy . . . and where more than a million† hungry mouths are anxious to say, "I'll take that," to almost anything you have to sell.

And why not use the medium where nearly 700,000 pairs of eyes do their day to day shopping. Our "paper boys" can deliver your advertising message into a greater number of Metro Indianapolis homes than any commercial broadcast or any combination of 4 national magazines.

Is it any wonder our paper boys ask . . .

THE MARKET—28th U.S. metro market in retail sales—22nd U.S. newspaper market—one of the top 5 U.S. test markets.

THE STAR AND THE NEWS—Full service newspapers: ROP color, Roto, Hi-Fi, Spectacolor, Section inserts, Split run.

Total combined daily circulation 429,063* —Sunday 378,867*

*ABC statement for 12 months ending December 31, 1966.

†Sales Management Survey of Buying Power, 1967.

Why not send a boy to do a man's job?

(especially when he can do it better!)

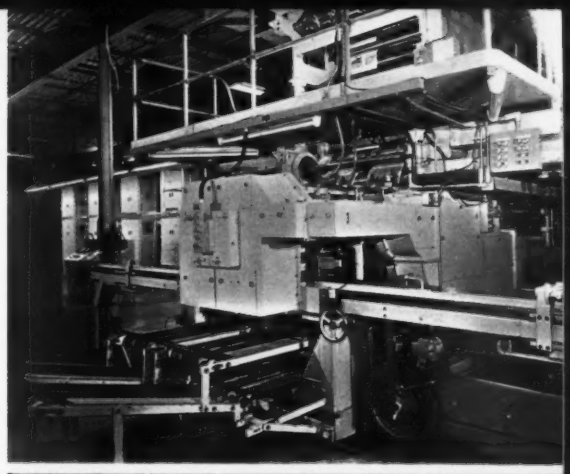
THE INDIANAPOLIS STAR (MORNING & SUNDAY)

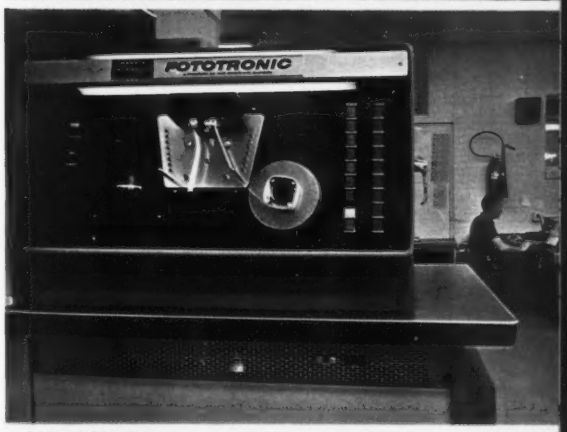
THE INDIANAPOLIS NEWS (EVENING)

Story & Kelly-Smith, Inc. • National Representatives
The Leonard Co. • Florida Representatives

Nature of organic compounds

What's going on at Harris-Intertype ...for book manufacturing





Books to capture eager young minds and enrich lives... bright with color... vivid with pictures... contemporary in design... made economically feasible by offset lithography, photocomposition and highly automated bindery lines. Harris-Intertype is unique in its ability to supply the most advanced equipment for all three phases of the modern book manufacturing process.

Harris-Cottrell web offset presses have reduced production costs for large editions by providing quality color printing with on-press folding... at rates of more than 80,000 signatures per hour.

Intertype Fototronic® phototypesetting systems produce book composition of unique quality... sharp, of uniform color density, with "zero variation" in leading... at more than twice the speed of the fastest hot-metal machines.

Harris sheet-fed offset book presses are capable of printing the highest quality color work at speeds up to 6,000 sheets per hour, and are used to produce both fine books, and editions suited to sheet-fed production.

Sheridan bindery lines for both case-bound and perfect bound books have been highly automated to provide the high output and low unit costs needed by book manufacturers to meet today's market demands.

HARRIS INTERTYPE CORPORATION

Products with a Future—Harris Presses • Seybold Cutters • Macey Collators • Cottrell Presses • Intertype Composing Systems • Sheridan Bindery Equipment • Schriber Business Forms Presses & Collators • Gates AM & FM Broadcasting Equipment • PRD Microwave Instruments • Langston Corrugated Container Machinery

Mass Media to Meet On Racial Relations

Race relations will be explored at a conference of representatives of the mass media and minority groups, notably Negro, at the Columbia University Graduate School of Journalism in New York Oct. 17-18.

In cooperation with the Columbia Graduate School of Journalism and the American Civil Liberties Union, the American Jewish Committee is assisting the Community Relations Service (U.S. Department of Justice) in planning and conducting the conference.

The basic aim is to assist newspapermen and broadcasters working in the complex field of race relations, to answer their questions and to provide some solutions to difficulties they face.

Typical Questions

Typical questions to be asked and answered: How can a newspaper establish lines into the Negro community? Who really speaks for the Negro community? Are racial tags justified? Does tv coverage of a riot inflame the situation, as has been charged? If so, how can this be avoided while broadcasters still fulfill their basic responsibilities? Where can be found qualified Negro staff members for newspapers and broadcasting stations?

Invited to the conference will be representatives of the national media mainly headquartered in New York, along with local New York media people—those who directly are responsible for coverage of race relations in newspapers, news services, radio and television networks and local stations, and magazines.

Mutual Problems

"In the meeting, the two groups will be able to explore together these mutual problems," said Morton Yarmon, director of public relations for the American Jewish Committee. "We envisage two days of roundtable discussions, without formal speeches of any kind. Hopefully, out of such a meeting will come more understanding on both sides, and therefore a greater understanding on the part of the public they serve or represent.

"We have had a preliminary meeting with representatives of some of the national media, and there seemed general agreement that this proposed frank confrontation of the mass media and of the minority groups would be a useful one."

The tentative program calls for workship sessions throughout the two days on multiple aspects of covering racial relations and the Civil rights movement.

The conference is to open with a short debate on these basic questions:

Is there a racial news gap? Are the media inadequately covering the race relations question? Do they misunderstand the complexity of the question and treat it as just another story? Are Negroes getting unequal treatment in the media?

•

Publisher Bows Out, LIN Buys Stations

WASHINGTON

LIN Broadcasting Corporation, owner of the Miss Teen-Age America contest, CATV and other broadcast properties, has applied to the Federal Communications Commission for approval of its acquisition of WAVY radio and television stations at Norfolk-Portsmouth-Newport News, Va.

The price—$8 million—is the same as that which figured in negotiations by Daily Press Inc. for the stations. The newspaper publishing company cancelled negotiations recently. LIN paid $15 million for three radio stations in Texas and $1.6 million for a radio station in St. Louis. Frederick Gregg Jr. is the principal stockholder in the company, which is authorized to issue 4 million shares.

•

Retires from Maytag

NEWTON, Iowa

Emmett F. Butler, 65, is retiring on August 1 after more than 24 years as director of public and employe relations for the Maytag Company. Butler served as a newspaper reporter and editor for 17 years prior to joining Maytag in 1943.

•

For Bank PR-Ads

Joseph J. Devine has been elected a vicepresident of Bankers Trust Company and has been appointed head of the bank's Public Relations and Advertising Department. Previously he was assistant vicepresident and advertising manager.

12 at 3-Months Urban Affairs News Seminar

EVANSTON, Ill.

Twelve newsmen are taking part in the second three-month-long seminar on urban problems at Northwestern University's Medill School of Journalism.

Dean Ira W. Cole announced the names of newsmen appointed Medill Seminar Fellows who are participating in the seminar on the physical, social, economic and political problems of cities.

The seminar, from July 9 to Sept. 28, is sponsored by Medill's Urban Journalism Center, which was established at Northwestern in 1966 under a four-year Ford Foundation grant of $1,092,000.

Medill Seminar Fellows for Seminar II are:

Raleigh G. Bryans, city hall reporter, *Atlanta Journal;*

Ronald D. Clark, urban renewal reporter, *Akron Beacon Journal;*

Carl W. Crawford, assistant metropolitan editor, *Memphis Commercial Appeal;*

James W. Dilts, municipal affairs reporter, *Baltimore Sunday Sun.*

Robert J. Early, day city editor, *Phoenix Republic;*

Fred J. Filip, city-county bureau, *Peoria Journal Star;*

Marjorie F. Graham, feature writer, *El Paso Times;*

Ellen S. Hoffman, education reporter, *Washington Post.*

Richard S. Johnston, urban affairs reporter, *Denver Post;*

John E. Painter, suburban reporter, *Portland Oregonian;*

Robert L. Wells, city-county bureau chief, *Detroit News;*

Robert W. Worley, city hall reporter, *Fort Lauderdale News.*

•

100 Jobs with USIA For Writers, Editors

The United States Information Agency is seeking writers and editors for the Voice of America and the Agency's Press and Publication Service. The Agency expects to fill more than 100 vacancies during the coming 12 months. Starting salaries range from $7,696 to $10,929, depending on the applicant's experience and qualifications.

Applications are being accepted by the Interagency Board of U.S. Civil Service Examiners, Washington, D. C. No written test is required of an applicant, but only those submitting samples of their writing are eligible for positions with the Information Agency.

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UNION PACIFIC RAILROAD

GATEWAY TO AND FROM THE BOOMING WEST

news-people

Sacramento Union Lists New Changes

SACRAMENTO, Calif.

Robert Carey, retail advertising manager, *Sacramento Union*, has assumed further duties as assistant to Advertising Director Clifford Barnhart and Stuart Magnuson, formerly ad manager of the *North Valley Mail* of Southern California's San Fernando Valley, has been named assistant retail ad manager.

Carlyle Reed, publisher, also announced the appointments of Willard Schenck, Babcock Eletric Corp.—director of finance; Gordon K. Giboney, business manager, *Monrovia* (Calif.) *News-Post*—accounting supervisor; Richard Chaney, *San Jose* (Calif.) *Mercury-News*—service manager and Ed Bekely, *West Covina* (Calif.) *San Gabriel Valley Tribune* — mail room foreman.

* * *

BRADLEY BOYLE, a former managing editor of the *Middletown* (N.Y.) *Times-Herald*—now publications editor in the New York State Department of Health.

* * *

WILLIAM T. SCHELL has left the Lesher Newspapers in California to work in the Crime Prevention Bureau at the Tulare County Sheriff's Department.

* * *

JAMES F. WALLINGTON—from sports desk to assistant Sunday editor, *Lansing* (Mich.) *State Journal.*

* * *

JAMES E. WALTERS—from news editor in the AP bureau at Philadelphia to supervisor of newsflow in the Los Angeles bureau. ALFRED EDMONDS—transferred from Richmond to Philadelphia.

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It can't happen to you? Oh, but it can. And the loss in money and prestige can be tremendous — UNLESS you have Employers Special Excess Insurance.

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Chicago, 175 W. Jackson; Atlanta, 84 Peachtree, N. E.

WARD E. COLWELL, former UPI executive—now managing editor of the *Brownsville* (Tex.) *Herald.*

* * *

JOHN C. BREWER—from *Pomona* (Calif.) *Poly Post* to city staff, *Ontario* (Calif.) *Daily Report.*

* * *

RONALD DE GRAW—from rewrite to City Hall for the *Philadelphia Inquirer.*

* * *

ROBERT SIMPSON, former Dallas newsman—to the rewrite desk at the *Philadelphia Inquirer.*

* * *

JOSEPH C. GOULDEN, features writer—to the *Philadelphia Inquirer's* Washington bureau.

* * *

CHARLES CLEVELAND, political editor, *Chicago Daily News*— to radio station WIND as editorial writer.

* * *

NANCY GAIL OTT, 1967 journalism graduate of Southern Methodist University, has joined the AP staff at Miami, Fla.

* * *

WILLIAM BIERMAN—to suburban desk, *Akron* (O.) *Beacon Journal*, from Columbus bureau, AP.

* * *

BOB HARPER—from WJAS, Pittsburgh, to NBC News Bureau in Cleveland. He was news secretary to Alabama's Governor for four years before going into radio-tv reporting.

* * *

ROBERT POOS, AP correspondent for Malaysia since Vietnam coverage—named Asia news editor for the AP at Tokyo.

* * *

RAYMOND V. HARVISON, correspondent at Topeka—to Kansas City AP as second-in-command under Bureau Chief Frank Gorrie. DANIEL A. HAMRICK—to Topeka.

* * *

JERRY PETERS, formerly advertising manager of the *Bryan* (Ohio) *Daily News*—now advertising manager of *The Voice-Jeffersonian* at St. Matthews, Ky.

* * *

JOHN J. HILFERTY, a former *Reading* (Pa.) *Times* editorial writer, has joined the staff of Congressman George M. Rhodes (D-Pa.) as administrative assistant.

* * *

DAVE MC CORKLE, a graduate of Davidson College in North Carolina, has joined the copy desk of the *Charleston* (W. Va.) *Daily Mail.*

3 Editors Promoted On Detroit Free Press

DETROIT

Three editors to direct news and editorial operations of the *Detroit Free Press* were appointed this week by Lee Hills, publisher.

Derick Daniels becomes executive editor with responsibility for the news departments and their co-ordination with other operating departments of the newspaper.

Mark Ethridge Jr. becomes editor with responsibility for the expression of the newspaper's opinions.

Frank Angelo, managing editor, will direct the newspaper's news coverage, including its personnel in Detroit, Lansing and Washington.

The appointments, Hills said, are designed to insure continued improvement of the paper during a period of growth.

Daniels, 38, is a native of Washington, D. C., and a graduate of the University of North Carolina. He joined Knight Newspapers in 1955 at the *Miami Herald*, became city editor in 1958 and came to the Free Press as city editor in 1961. He was named assistant managing editor in 1963 and assistant executive editor in 1966.

He is also a member of the board of directors of the *Raleigh* (N. C.) *News & Observer* and *Raleigh Times.*

Ethridge, 43, is a native of Louisville, Ky., and a graduate of Princeton University. He joined the Free Press editorial page staff in 1960 and became editorial director on Jan. 1, 1966. He also publishes a weekly newspaper at Ravenswood, W. Va.

Angelo, 52, is a native of Detroit and a graduate of Wayne State University. He came to the Free Press from the *Detroit News* in 1941 and was named managing editor in 1955.

* * *

W. K. CLARK—named Sunday editor of the *Yakima* (Wash.) *Herald* and *Republic.* AL HOOPER—from wire editor to news editor.

* * *

MYRICK LAND, former *This Week* magazine staff writer—now an assistant managing editor of *Look.*

* * *

WILLIAM P. LINDLEY has retired as associate editor of the *Birmingham* (Ala.) *Post-Herald* after 21 years with newspapers in that city.

in the news

Where They Went From Governor's Staff

SAN FRANCISCO

Jack Burby, press secretary to former Governor Edmund G. Brown and three former assistants are now in federal posts in Washington, according to a *San Francisco Chronicle* report on where the former Governor's staff went.

Burby, a former Chronicle staffer, is doing public relations for the U.S. Transportation Agency; John McDonald is with the Peace Corps; Lu Haas is with the Office of Education, and Fred Jordan is with HEW.

Hale Champion, who left the Chronicle to become Gov. Brown's executive secretary and later was named State director of finance, is now on a Harvard fellowship at the Institute of Politics in the John F. Kennedy School of Government. Lee Ettelson, Hearst Newspapers' editor who was director of the Governor's San Francisco office, is retired here.

* * *

PHIL PALMER, a 1967 political science graduate of Antioch College, has joined the AP staff in Detroit. He has worked for the *Troy* (O.) *Daily News*.

* * *

PAUL (DOC) MASSA, *Columbus* (O.) *Dispatch* columnist—a citation from the Disabled American Veterans for exceptional service to veterans and their families.

* * *

DAVID R. WEST, just returned from active duty with the Marine Corps as public affairs officer in San Francisco—now managing editor of the *Canton* (Ill.) *Daily Ledger*. TOM C. WOOD, June graduate from the University of Missouri School of Journalism and a former reporter for the *Joplin* (Mo.) *News Herald*—city editor of the Ledger.

* * *

JOE ELAM—from copy desk, to news editor, *Beaumont* (Tex.) *Journal*.

* * *

MAMIE JEAN HERRINGTON, from College of Artesia to copy desk, *Beaumont* (Tex.) *Journal*.

* * *

TED FARNES—from courthouse reporter, *San Antonio Light*, to federal run on *Beaumont* (Tex.) *Journal*.

* * *

SUE TIDWELL—from church editor and woman's page reporter, *Beaumont Enterprise*, to news reporter.

ANTHONY POLUMBO, *Beaumont* (Tex.) *Enterprise* reporter, resigned to become regional secretary for Kappa Alpha Order.

* * *

LESTER L. HAWKES, professor of Journalism, has been named assistant director of the School of Journalism at the University of Wisconsin. PROF. JACK M. MCLEOD—now chairman of the University's Mass Communications Research Center.

* * *

JAMES G. ROSS, who joined the *Santa Barbara* (Calif.) *News-Press* staff in 1960 from the *Peekskill* (N.Y.) *Evening Star*, has been appointed to a new position of retail promotion manager. New members of the ad staff are: JAN BISH, from the *West Side Reporter*, Houston; and OTTO STACH, from the *San Gabriel Valley Tribune*.

* * *

PAUL WILKES, a former reporter-photographer for the *Boulder* (Colo.) *Daily Camera* who earned a master's degree at Columbia Graduate School of Journalism, is now a feature writer for the *Baltimore* (Md.) *Sunday Sun*.

* * *

JANET A. MEROLA, a former reporter for the *Yonkers* (N.Y.) *Herald Statesman*—now staff writer for *Scene* magazine and assistant editor of *Pulse*, employe publications of Chas. Pfizer & Co.

* * *

ROBERT W. BENNETT, a former city editor of the *Rutland* (Vt.) *Daily Herald*—now editor of Scene magazine at Chas. Pfizer & Co.

* * *

ROBERT BOWES—from the *Quincy* (Mass.) *Patriot Ledger* to production manager at the *Janesville* (Wis.) *Gazette*.

* * *

WILLIAM PEPER, film critic for the defunct *World Journal Tribune*—to John Springer Associates, New York public relations firm.

* * *

GEORGE A. COVINGTON, a graduate of the University of Texas—named editor of the Citizen Newspapers (*Citizen News* and *Citizen-Guide*) at Austin, Texas.

* * *

DAVID KALVELAGE, sports reporter for the *Miami* (Fla.) *Daily News* for the past 18 months, has returned to the *Janseville* (Wis.) *Gazette* to become sports editor when GEORGE RAUBACHER retires next month.

Harriet Van Horne In New York Post

Harriet Van Horne is another former *World Journal Tribune* columnist to move to the *New York Post*. She will write a column of general comment on Mondays, Wednesdays and Fridays and a television column in the Weekend Edition.

Miss Van Horne joined the *World-Telegram* as a radio columnist in the 1940's after graduating from the University of Rochester. Her previous newspaper experience had been a brief stint with the *Greenwich* (Conn.) *Time*.

* * *

REGINALD LAITE—from editor at WINS, New York, to assistant news director at KYW, Philadelphia all-news station of Group W.

* * *

JAMES M. SHEEN—from feature editor to assistant managing editor of *Grit*, Williamsport, Pa.

* * *

DON JOHANNING—from telegraph editor to editorial writer, *Janesville* (Wis.) *Daily Gazette*.

* * *

STEPHEN BOUSER—from copy editor, *Springfield* (Mo.) *Daily News*, to telegraph editor, *Janesville* (Wis.) *Gazette*.

* * *

STEPHEN MITCHELL, formerly city editor of the *Winston-Salem* (N. C.) *Journal*, has been named city editor of the *Janesville* (Wis.) *Gazette* to succeed MITCHELL BLISS, now with the Rockford (Ill.) Chamber of Commerce.

* * *

ARTHUR HILLMAN—promoted to advertising manager of the *Sault Ste. Marie* (Mich.) *Evening News* to succeed WILLIAM DYNES, who will manage a bowling alley.

John Park JR.
AND COMPANY

NEWSPAPER SALES PURCHASES

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NATION-WIDE PERSONAL SERVICE

Declaration Of An Independent

by
Julian P. Van Winkle, Jr.
President

Old Fitzgerald Distillery

Louisville, Kentucky
Established 1849

Maybe it's due to leftover 4th of July spirit. But in the last few weeks I've thought more and more about an advertisement I read some time ago, that was titled "Declaration Of An Independent".

It was a credo for the small, family-owned, independent company—and today there aren't many of us alive and kicking.

In the Bourbon field ours is probably the only distillery of significance still privately owned and operated. No absentee landlords. No outside stockholders. No part-time executives. None required.

We still follow our own wisdom and judgment as well as our own Sour Mash recipes. We age our whiskies in our own warehouses. Distill and bottle them under our own name. All on our own plot of land.

A sign at the entrance to our grounds sums up a family tradition of 118 years:

"We make Fine Bourbon.
At a profit if we can.
At a loss if we must.
But always Fine Bourbon."

Imagine trying to explain that to a board of directors or a group of those automation boys!

Our slow, costly, old-fashioned methods just don't jibe with "modern" ideas. But I have yet to meet the modernist who didn't heartily approve of them—after one taste of OLD FITZGERALD.

I invite you to try the mellow flavor and old-time character of OLD FITZ. See if you don't agree with our independent thinking.

And if summer travels bring you to the Bluegrass country around Louisville, I would like you to visit America's oldest family distillery and see what makes OLD FITZGERALD the most expensively made Bourbon in Kentucky . . . and probably in the world. The proprietors will be on hand to welcome you.

Kentucky Straight Bourbon
100 Proof or Prime Straight 86.8
Made in U.S.A.

Circulation Gains Cut New York Times Profit

The New York Times Company reported a consolidated net income of $4,591,000 or $2.09 per share for the six months ended June 30, 1967.

This compares with net income of $5,130,000 or $2.37 per share in the first half of 1966.

Dividends from Spruce Falls Power and Paper Company, Ltd., included in net income were $584,000 and $586,000 in the respective years.

Operating revenues were $94,339,000 in the period, an increase of $9,638,000 over the first half of the previous year.

The report indicated that the six-month income was adversely affected by the cost of increased circulation resulting from the termination of the *World Journal Tribune*, a lower investment tax credit and a net provision of $600,000 or 29 cents per share for estimated expense in connection with the discontinuance of the International Edition of the Times in Paris.

Higher newsstand prices for the Sunday edition were put into effect on June 18, and advertising rate increases of approximately 9% have been announced for August 1.

Total advertising for the six months ended June 30, was 41,758,986 lines, a gain of 1,493,362 lines over the first half of 1966.

Circulation for the same period averaged 863,207 weekdays, a gain of 114,928, and 1,513,999 Sundays, a gain of 47,724.

The newsstand price of the Sunday edition was raised June 18 from 35 to 40 cents in New York City and suburbs and from 50 to 60 cents beyond the metropolitan zone.

The report signed by Arthur Hays Sulzberger, chairman, and Arthur Ochs Sulzberger, president, says it will be some weeks before a decision can be made as to publishing an afternoon paper in New York City.

Final agreement on labor contracts has not yet been reached with all unions.

•

Increase in HD

ROCK ISLAND, Ill.

Home delivered rates of the *Rock Island Argus* have been increased. Single copy price remains at 10 cents daily while city zone went from 40 to 45 cents weekly and retail trading zone from 35 to 40 cents, according to Lawrence V. Lund, circulation manager.

START SPEED SPEECH FEATURE AUGUST-SEPTEMBER TO INCREASE FALL CIRCULATION

"OVER 1,000 NEW SUBSCRIBERS IN 8 DAYS"
—says Faires Kuykendall
Circulation Director
FT. WORTH STAR-TELEGRAM

Partial List of Papers Where Spanish Speed Speech was Effective and Profitable:

- LOS ANGELES HERALD EXAMINER
- DALLAS TIMES HERALD
- ALBUQUERQUE TRIBUNE
- SANTA MONICA EVENING OUTLOOK
- SAN ANTONIO EXPRESS NEWS
- SOUTH BAY DAILY BREEZE
- WACO NEWS TRIBUNE-TIMES HERALD
- SANTA ANA REGISTER

WRITE TODAY FOR DETAILS

SPEED SPEECH CORP.
5309 Bryce, Suite D
Fort Worth, Texas 76107

Weekly Goes 'Paid' With Bargain Rate

DELAVAN, Wis.

The *News Graphic*, a weekly newspaper circulated in central Walworth County, has completed a conversion from controlled circulation to paid subscription.

Martin Karstaedt, publisher, said the initial subscription campaign in the communities of Delavan, Elkhorn and Darien and the rural areas surrounding the community netted 4,000 charter subscribers. The "bargain" subscription price was $1 and the regular subscription price will now be $2.

Karstaedt said rising production costs and mailing fees necessitated the change. News Graphic began publishing in January, 1964. The 24-page tabloid newspaper is delivered by rural and mail carriers on Tuesday.

•

25¢ on Sunday

RENO

The price of a single copy of the *Sunday Nevada State Journal* has been increased from 20 to 25 cents, whether home-delivered or purchased at a newsstand. The price for a seven-day weekly subscription for the Journal remains at 60 cents.

•

From 7¢ to a Dime

NEWARK, N.J.

The *Newark Evening News* has raised the price of its daily edition from 7¢ to 10¢. The Sunday price remains at 20¢.

Unique 'Confrontation' At Teachers' Workshop

TORONTO

Forty-eight Canadian school teachers representing 21 cities in Canada are taking part in a Newspaper in the Classroom Workshop this week at the University of Waterloo, Ontario.

In a departure from accepted workshop methods of teaching teachers to teach with daily newspapers, the University brought together several newspaper publishers with secondary and elementary school teachers in an open forum confrontation.

Acting as catalyst between the newspapermen and teachers were a number of professors who are experts in the psychology of communications. Their task was to probe any hidden resentments and misconceptions of both groups and by bringing them into the open create, through intellectual inquiry and discussion, a new appreciation of the other's role in society and ways in which better newspapers working together with better teachers can produce better-educated students.

Architect of this Newspaper in the Classroom Workshop is A. Allan Beveridge, director of the University of Waterloo Extension Department For Adult Education.

Speakers at the workshop included Beland H. Honderich, president and publisher, *Toronto Daily Star;* Richard H. Blacklidge, publisher, *Kokomo* (Ind.) *Tribune*, a former chairman of the ANPA Newspaper in the Classroom Committee; and Basil Dean, publisher, *Edmonton Journal.*

The seminar was the fifth annual Newspaper in the Classroom Workshop sponsored by the Canadian Daily Newspaper Publishers Association.

Jazz Festival Coverage Is BigOperation

PROVIDENCE, R. I.

Coverage of the Newport Jazz and Folk Festivals in July by the *Providence Journal and Bulletin* was coordinated from a mobile field headquarters on the festival grounds.

A 44-by-10 foot trailer, designed specifically for office use, was rented to serve as a news and photo headquarters during these festivals and for the Metropolitan Opera Outdoor concerts in August.

Three staff writers, two photographers, a darkroom chief, an office secretary and a part-time music critic were sent from Providence to work with the newspapers' regular complement of five reporters in the Newport bureau. Ted Holmberg, Sunday and entertainment editor, was in charge in Newport.

The festival management provides news media with a press tent, typewriters and telephones. Photographic facilities were added this year. A darkroom was set up in the trailer bathroom. Pictures shot at night were transmitted to Providence on a leased UPI machine. They were also made available to the UPI network.

Robert F. McCrystal, assistant chief photographer, developed film in tanks and used an Ektamatic processor to produce a print in eight seconds. His enlarger, for 35-millimeter and 120 film, was an Omega B-22.

The news staff had available a pair of walkie-talkie radios for emergency use on the 35-acre site, known as Festival Field.

The combined jazz-folk attendance this summer was 97,840.

•

Dog Writing Awards Given in 2 Classes

The newspaper category in the annual writing contest sponsored by the Dog Writers' Association of America has been divided into two sections, based on circulation volume, over and under 150,000.

Articles published from Nov. 1, 1966 to Oct. 31, 1967 are eligible. Entries may be submitted to William H. A. Carr, Box E, River Edge, N.J. 07661, no later than Nov. 5, 1967.

Lewis Sharpley, Louisville *Courier-Journal* and Times, is president of the association.

100% sensor-matic

"We're really happy we went 100% Sensor-Matic," says Roy Burks, production director of the Star-Telegram.

Roy Burks and Larry Young of the Star-Telegram agree, "With our battery of Sensor-Matics we don't guess about mat moisture content anymore."

A minute a mat is saved by the Fort Worth Star-Telegram with Sta-Hi Sensor-Matics

"We really like the speed and accuracy of our four Sta-Hi Sensor-Matics," states Roy Burks, production director of the Fort Worth Star-Telegram. "It may not sound like much, but we save over a minute on each mat we process. This is quite a gain in productivity for us when you figure we process about 200 mats every day. Makes it easier to keep on schedule.

"Another benefit is that the precision and uniformity of the mats produced by the Sensor-Matic," continues Burks, "makes quality control of mat forming, and ultimately of press reproduction, an easy job."

The "last word" is scientifically designed mat forming equipment, the Sensor-Matic incorporates the Humitector, which controls exact moisture content of each mat. The Humitector automatically senses when each mat has been properly heat-treated . . . regardless of whether that mat is packless, handpacked, molded by roller or direct pressure . . . or whether it is open or solid page make-up.

The Sensor-Matic is particularly effective when working with color mats. Accuracy of register originally molded into mats is maintained through precise and automatic control of shrinkage, eliminating possibility of progressive shrinkage during plate casting.

Look into the increased productivity and quality control Sta-Hi Sensor-Matic Master Formers and other Sta-Hi stereo products can bring you. Look into the many advantages of Sta-Hi mailroom equipment, too. Complete analysis and layouts are available from your Sta-Hi regional manager. Get hold of him today. You'll be glad you did!

N-123

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PROMOTION

March Premiered; DJ's Give It a Play

By George Wilt

The *Washington Post* isn't the only newspaper with a march named for it. Last week, before an overflow crowd of 11,000 in Tower Grove Park, the *St. Louis Globe-Democrat* March made its world premiere.

The debut fulfilled the long-time desire of publisher Richard H. Amberg to have the spirit of a modern newspaper captured in enduring music. The march was written by Alfonso D'Artega, a former St. Louisan who now makes his home in Rome, Italy.

D'Artega also wrote "The Gateway to the West" symphony, after being inspired by photographs taken by his brother, St. Louis photographer Robert Artega.

Locked in Room 528 of the Sheraton-Jefferson Hotel by his brother, and with the telephone disconnected, D'Artega worked on the march between November 9 and 19 last year. He came out of his room only once a day to attend Mass and eat breakfast with his brother. He had no musical instruments in the room, only a tape recorder. He hummed and whistled on tape, stamping his foot on the floor to keep time. Several guests in neighboring rooms moved because of the sounds. The hotel is placing a plaque on the door of the room to commemorate the musical creation.

The march contains three main themes. First, there's a spirited strain that captures the "New Spirit of St. Louis" as spearheaded by the Globe-Democrat. The second theme is smooth, melodic and elegant, "like the editorial, society and Sunday Magazine sections of the newspaper," and finally, a "blues" melody interwoven into the snappy beat indentifying the march with the famous music born on the St. Louis riverfront.

Records Distributed

Records of the new march have been distributed by the Globe-Democrat to disc jockeys on local radio stations, who instantly began to give the new tune a big play. A complete orchestration was presented by the newspaper to the University of Missouri Band, and another copy will go the University of Southern Illinois. A special arrangement is being prepared for drum-and-bugle corps, which are popular in the St. Louis area. Further distribution of the recording, pressed in Rome on the Vitaflo label, featuring the Rome Symphony Orchestra, is being planned.

The Globe-Democrat is the fourth newspaper to be honored in music. John Philip Sousa's "Washington Post March" was first performed June 15, 1889. Marches are also named for—and dedicated to—the *Chicago Tribune* and the *Washington Star*. There is also the United Press March.

* * *

GOLF TOURNAMENT—The 15th annual "Ike Golf Tournament" sponsored by the *New York Daily News*, has grown to the point where it is now one of the largest amateur tournaments in the U.S. A total of 558 amateur golfers from 279 private clubs and public links, participated in the event this year. Two members from each club within the news primary circulation areas are eligible, and it is usually the club champ and runner-up who represent each club in the tourney.

Qualifying rounds are played at three area clubs—one in Westchester County, one on Long Island, and a third in New Jersey. The low 150 finalists, and ties—totalling 194 golfers this year—participate in the finals at Wykagyl Country Club, New Rochelle, N.Y. All 194 finalists received a cut-glass tray inscribed with the name of the tournament and the date, and a golf cap bearing the newspaper's name on the crest. $1,000 in merchandise prizes were presented for the first 20 places, with top prize of $200, the maximum permitted the U.S. Golf Association. Silver trophies also went to the top three finishers, with a special trophy for the top team prize.

Prior to the tournament, Joe Coyne, News circulation promotion manager, sent three copies of a poster to each of the participating 279 clubs, giving the details of the tournament. The posters were sent to the professional at each club with a letter asking the pro to fill in the names of the two amateurs representing his club in spaces left on the poster.

The posters read: "How will Jim Jones and Don Brown make out in the 15th annual Ike Golf Tournament? Follow their progress in the pages of the New York Daily News." Additional copy invited club members to attend the tournament, free of charge, and provided the necessary details. Truck posters were also used, a full week before the tournament, inviting the public to follow the progress of the tournament in the News.

* * *

SAN MATEO DATA—A handsome market data folder presents a wealth of information about the market covered by the *San Mateo* (Calif.) *Times*. The exterior of the folder features a bleed aerial photograph of the market, with South San Francisco and the international airport in the distance. The inside of the folder lists offices of Ward-Griffith Company, and Times' national advertising rates. Enclosed in the folder are a color map of the market, with locations of shopping centers and other data, and a 28-page booklet detailing changes in the market since September, 1965.

The booklet lists the Times' own local columnists and syndicated columnists and features, data on the newspaper plant, average number of pages and ad linage by year since 1964, data on linage in several classifications, circulation penetration information, and a wide range of market information. Market demographics are shown, including population age groups, comparing San Mateo with San Francisco. Aerial photos show shopping, commercial, industrial and residential growth.

* * *

MARKET INFO—A handy market folder produced by the *Corpus Christi* (Tex.) *Caller-Times* features a trading area map on the cover. Inside the folder is a black-and-orange "One rate" brochure, "announcing the end of the double rate standard in Texas." The pocket-sized rate announcement also includes market and penetration information, circulation by counties (daily and Sunday), contract rates and frequency and discounts. Also included in the packet is a six-page compilation of "Demographic Characteristics of the News Corpus Christi Metro Area," a folder showing newspaper circulation by counties and towns, market sales figures, tables of growth, summaries of magazine circulation for seven counties, a list of food chains, with percent of business and estimated dollar sales, a shopping center map, liquor store list and map, and two pages on the area's economy.

•

'Free Press, Fair Trial' Discussion to be Aired

"Issues and Answers," ABC News' weekly network radio and television interview program, will examine the "free press, fair trial" question Aug. 6.

Moving its cameras and microphones to Honolulu, "Issues and Answers" that day will present a discussion of the problem by three experts:

Justice Paul C. Reardon of the Supreme Judicial Court of Massachusetts, who chaired the committee which prepared the "Reardon Report";

J. Edward Murray, managing editor of the *Phoenix Republic*, who is the chairman of the Freedom of Information Committee of the American Society of Newspaper Editors; and

Bruce Dennis of WGN-tv, Chicago, president of the Radio-Television News Directors Association.

"Issues and Answers" will be presented in color on ABC-tv from 1:30 to 2 p.m., EDT. It will be fed to the ABC Radio Network from 2:30 to 2:55 p.m., EDT, and repeated from 8:30 to 8:55 p.m., EDT.

Written with character...
competence...color.

THE PROVIDENCE JOURNAL-BULLETIN

General Motors is people making better products for people.

Building cars leaves Tom Foster precious little time for his hobby . . . building cars.

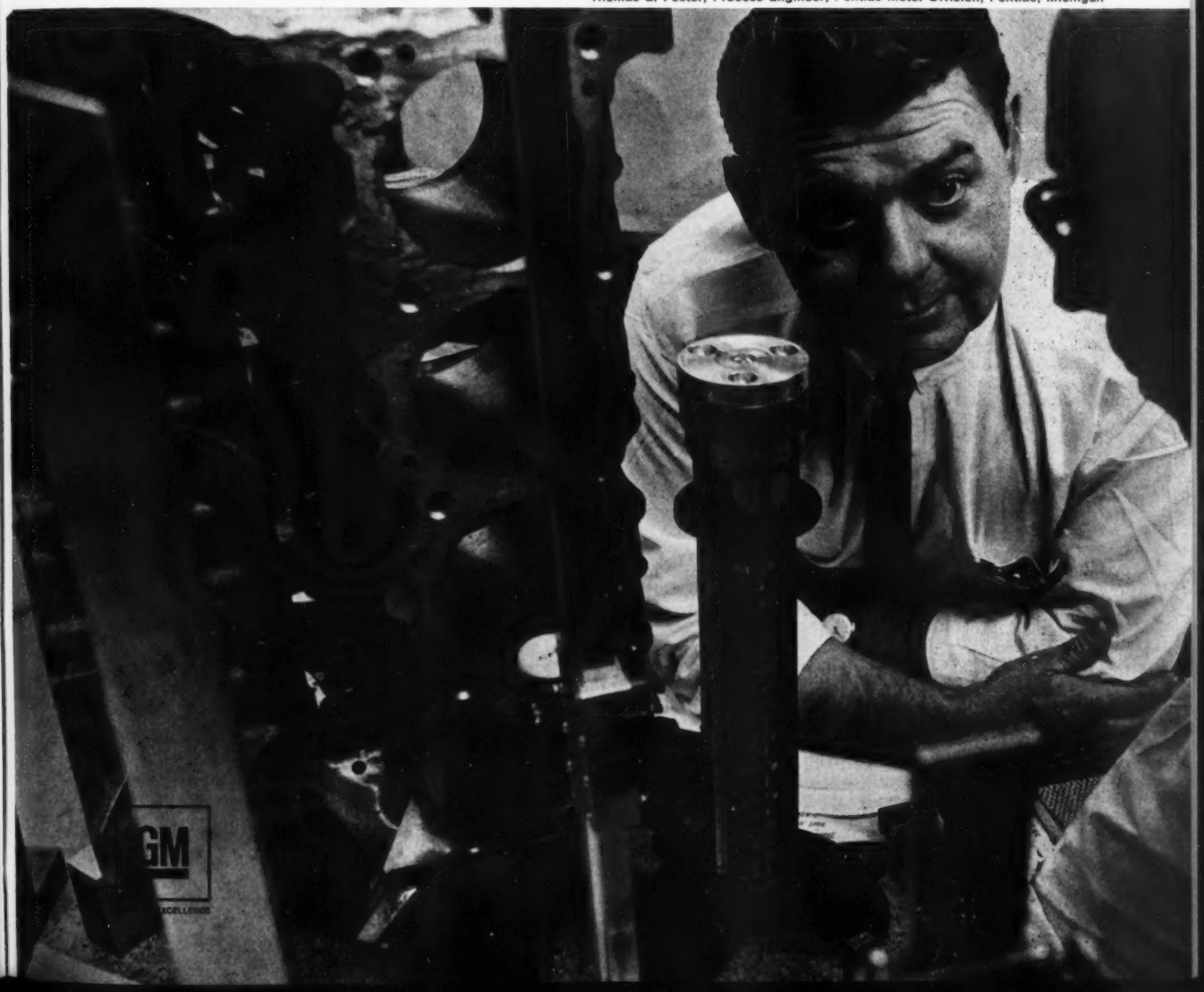
Cars are Tom Foster's hobby. He builds hot rods (and wins awards) in his spare time. Which he has very little of. That's because his job, building engines for GM cars, is very demanding.

Tom Foster came to GM 27 years ago as an apprentice. He soon became a foreman. Then an instructor. Now he's Process Engineer on engine blocks in the Master Mechanics Division of GM's Pontiac plant.

To Tom Foster, cars are more than a profession. They're a way of life. Which is one reason Tom is so good at his job.

Self-made professionals like Tom Foster—GM people who take a special kind of pride in cars—are just another reason why you get a better buy in a Chevrolet, Pontiac, Oldsmobile, Buick or Cadillac.

Thomas E. Foster, Process Engineer, Pontiac Motor Division, Pontiac, Michigan



The Weekly Editor

APPROACHES TO YOUTH

(Second of Two Parts)

By Rick Friedman

On June 15 we described how a youth page was built from scratch on a New Jersey twice-weekly, the *Newton Herald.* This week, we take a look at how a Kansas City, Mo., group of offset tabloid suburban weeklies, the Squire Newspapers, integrate such news effectively all through each issue.

A glance at the Squire almost any week is an indication of how much emphasis it places on youth coverage. Slick magazine-type front pages headline such stories as:

"The Kids Talk Back! Where have we missed the boat?"
"A Special Report . . . In this Issue."

"Your Kids and their CIGARETTES —Where do they buy them? (See page 3)

"Answers—For Parents and Youth" By Judge Phillip Gilliam of Denver and Dr. Robert Meneilly (pages 4 & 5)

The front page generally carries a picture taking up most of its space. The subjects usually are kids. Kids packing Red Cross boxes for Vietnam. High school homecoming queens. The Squires choice of *top girl* at a local high school. High school girls in mini-skirts.

Kids Uppermost

"We try to write about what people are thinking, Squire Publisher Tom Leathers told us. "The things that matter to people—I guess like every newspaper tries to do. But maybe we differ from other papers in that we think people are thinking about their *kids* and the activities of their *kids.*

"Other papers may feel that something else is pivotal, or at least their editorial emphasis seems to indicate so. But all the psychiatrists, all the McCall-type articles say that the family revolves around the children. So we think we should aim a paper where the involvement is.

"I don't think the average person is as interested in the sewer districts and street widening projects as some editors think he is. I think that reporters are interested in such projects, their editors might be, but the *people* couldn't really care—unless, of course, the sewer line runs right through their backyard. Too many papers write about what the staff is interested in, rather than what the readers are interested in."

The Squire tries to get inside the family—inside the lives of people who read the paper. They do this in numerous ways, some of them raising much dust.

"We're not afraid to tackle anything editorially—anything that needs attacking," Leathers said. "Any school board. Any mayor. Any police chief that we feel like taking on. We don't worry about how the chips fall."

The most controversial story the Squire ever jumped into was on "The Rat Pack." It had wide ramifications that carried through many weeks in the Squire.

According to a bylined piece by Leathers, the Rat Pack was a large group of middle-class kids in the area from 11 to 19 who practiced rape, incest, sex orgies, glue-sniffing "and other things words can hardly describe."

Raped Own Sister

A probation officer called them a "bunch of animals" and compared them with the Hells' Angels. The *big* difference, he pointed out, was that they came from suburban homes and were right *there* in the neighborhood. One Prairie Village Rat Pack member even helped the rest of the gang rape his sister.

The police and school officials were concerned about them. Many parents were terrorized of them. Leathers was told to forget about them when he decided to run the story because "nothing would be gained."

The Rat Pack expose wasn't the usual Squire-type story. The four weeklies usually don't cover scandal, don't dig into crime. They consider themselves family-type newspapers and the "Squire-of-the-Year," their big annual award, went to a minister.

School and church news occupy a large part of their space. But Leathers, a former police reporter on the *Kansas City* (Mo.) *Star,* didn't take the advice not to print the story.

It appeared on Oct. 20, 1966. By Nov. 3, Leathers had received more than 400 letters, countless phone calls, personal visits, etc., from all over Greater Kansas City, two of the Pack had been sentenced to the county jail, another died after falling or jumping from a speeding car, three went off to jail for car theft, another was kicked out of school, and two girl friends of Pack members were arrested.

Also, two Rat Pack members paid Leathers a visit to tell him about a local gang even worse then they were. The two drove to the Squire office in a stolen car.

Leathers turned the Squire of Nov. 3 into a "What We Can Do Special Issue of Comments and Ideas" on the topic. It included four pages of letters on the Rat Pack.

In February, Leathers ran an unusual lead story follow-up on the Rat Pack. It was about two of the members who had been caught in a creek bed with 11 and 12-year-old girls and subsequently served time in the county jail.

The story related how a group of eight inmates at Kansas State Prison at Lansing, doing collectively 230 years, had set up and started an informal class that met once a week. To the class came teenage boys, brought there by probation officers, ministers and fathers. "The Committee," as the eight convicts were called, had organized to let kids in trouble learn first-hand what kind of hell a prison was really like so they would try to stay out of it.

Leathers reported the particular session the two Rat Pack members attended and its devastating effect on them.

"As far as controversy is concerned," Leathers told us, "we'll get into anything if it's current in the minds of the kids and their parents."

Mini-Skirts

The mini-skirt craze in the area was a lighter example of this. The Squire interviewed officials of a local high school on their policy after a student was sent home because her dress was considered too short. The weekly group also surveyed members of the Leawood Woman's Club to get their reaction to mini-skirts.

Surveys are an important part of the Squire's coverage. "We continually survey the kids on all sorts of subjects," Leathers said. "Should the minimum age for drivers be raised? What do you want for your

community? Are there enough recreational facilities—or too many? Do you smoke—why or why not? Are your parents too strict? How many nights should you get the car each week? Are movies dirtier than ever?"

Some of the surveys are handled by Squire staffers. But, for the most part, they are put together by Squire correspondents at high schools. "There are five in our area," Leathers explained, "and each correspondent gets from six to twelve interviews on each subject. That gives us honest-to-goodness quotes."

According to Leathers, school news and news of youth is not hard to cover. "The minds of the kids are open, revealing," he said, "not like a lot of governmental officials who are afraid to speak out or speak in garbles when they do. We can talk to 10 kids and get more refreshing, timely quotes about something that matters than talking to 100 adults who will speak in guarded phrases.

"The result is that we know what the kids are thinking, what they are really like. And we try to write to their level—as well as to the level of their parents. No corny teenage talk or words, but just clear, down-the-middle writing that speaks the language of the family."

For a number of weeks at the end of last year, the Squire presented reports on the needs, the ideas, the feelings of teenagers in the community. What they wanted. Where the cities, the schools, the churches were missing the boat. What the kids liked. What they would change.

Leathers and Squire Editor Jean Glenn held a series of meetings with groups of individual teenagers in the area. Most of the schools cooperated by calling special seminars and meetings of representative students.

In February of this year, the Squire's lead story dealt with

(*Continued on page* 42)

The Hoe 3:2 folder is solid. You can weigh the difference.

For the Hoe 3:2 Folder has a solid-cast, high-tensile ductile iron folding cylinder that will give top performance, even at 70,000 p.p.h., around the clock.

But the design and operating advantages of the Folder don't end there!

Only the Hoe 3:2 Folder uses three folding blades for longer wear and more even folds.

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Weigh the difference that the many advantages of the solid Hoe 3:2 Folder will make in your press room. Ready now, to meet the needs of the future, with built-in capacity to deliver 144 pages broadsheet. As part of the Hoe Colormatic printing system. As an addition. Or as a replacement.

Get the solid proof from Hoe — the name that means Progress in Printing.

R. Hoe & Co., Inc., 910 East 138th Street, New York, N.Y. 10454

HOE

Weekly Editor

(*Continued from page* 40)

parents and *grades*, two words that kept popping up when the Squire talked to some 100 teenagers about the pressures in their lives. Many of the frank comments given were printed verbatim.

In May, the Squire announced its first annual selections of one outstanding senior girl from each of four area high schools. Each of the four were featured on the cover of a Squire newspaper in her area.

Family Appeal

Leathers contended that a weekly newspaper which took the approach the Squire did was the only publication that the whole family *really* read. "We have a paper devoted to the entire family," he went on. "Not just a *teen page* for one age, or a *kiddie page* for someone else, or a *woman's page* for still a third member of the family.

"You have to mix it up and not departmentalize everything. You have to make your whole paper from start to finish for the whole family. And the whole family will read it.

"As much as the daily paper would like to think so, the kids just *don't* read the daily paper. Nor do they read Dad's and Mom's magazines. Nor do the parents read the kids magazines.

"We are the only paper in Greater Kansas City which doesn't take liquor or beer ads. And it's cost us a great deal of money. We just don't think you can put a picture of a bunch of cub scouts on Page 10 with an ad for Old Hickory. And you can't claim you're for the whole family when there are ads—or articles—in your paper that the whole family isn't supposed to read."

Leathers claimed his approach works both in reader response and financially. "I started the *Country Squire* in 1959—all by myself. No equipment. No building. No nothing. I had $1,000—and I still haven't spent that.

"My first issue was 16 pages and we've been profitable ever since. According to the trade figures I've seen, our gross advertising dollars are probably in the top two or three percent of all weeklies in the United States."

Leathers began the *Village Squire* in 1963, the *Leawood Squire* and the *Overland Squire* in 1965. Each covers a separate suburban community in Greater Kansas City. One paper is in Missouri, the other three are over the state line in Kansas. All four papers started out third class; two have since converted to second class mailing privileges.

"I had one full-time and two part-time editorial people up until a month ago," Leathers said. "Because of the growth of the papers, I've since hired two more full-time editorial people.

"For several reasons, I like to hire relatively young people for editorial work. When you're trying to put out a bright, youthful newspaper, these are the ones who are best equipped to produce it because they *are* young.

"One of my key people is Carol Sherer, 23. And I recently hired Susan Waltz, 21, who was editor of the daily at the University of Oklahoma.

"When a paper tries to have a different approach, it can do better with eager, slightly trained people rather than with veteran newsmen. The latter have too many ideas of their own that have been hammered into them by other papers. Frankly, it's hard to teach an old newsman new tricks. And we try new tricks."

•

Arizona Group Buys Paper in California

YUMA, Ariz.

Ronald N. Soldwedel, publisher of the *Yuma Sun;* Roger Hoskins, publisher, *Yuma News-Enterprise;* T. Frank Stewart, publisher, *Prescott* (Ariz.) *Evening Courier;* and Frank H. Lighfoot, also of Prescott, have purchased the *Hesperia* (Calif.) *Resorter* and *Valley Report* from Lorne B. and Colleen Pratt.

Pratt founded the Resorter in 1958 and the Valley Report in 1965. He said the new owners take control August 1.

The Arizona owners are also associated with the *Fairfield* (Calif.) *Daily Republic*, the *Davis* (Calif.) *Daily Enterprise*, and the *Placerville* (Calif.) *Mountain Democrat*, a weekly.

* * *

Mrs. Albert DeMars and Richard Phelps have purchased the *Miltonvale* (Kans.) *Record*, a weekly newspaper, from Thomas Flear. He purchased the paper in 1931 and retired last spring. Mrs. DeMars has been associated with the weekly paper since 1959 and Phelps is grandson of Flear. The weekly has a circulation of 850.

* * *

Mrs. Wilfred Wagoner and Mrs. Elwood Bailey have purchased the building and subscription list of the *Jennings Journal* and the *Seldem Advocate*, both in Kansas.

The sale was made by Ed and Laura Bennett who now publish the *Logan* (Kans.) *Republican*.

Much of the printing equipment of the Jennings paper was destroyed in a fire in March.

The two newspapers will be printed offset at a plant in McCook, Neb.

•

Weekly Goes Broke With Beauty Salon

TOPEKA, Kans.

Kent Willard Kistler and Venita Nell Kistler, doing business as the Journal Publishing and Printing Co. and the Golden Hairpin Beauty Salon, both in Alta Vista, Kans., have been declared bankrupt in the U.S. Court of Bankruptcy here.

The Kistlers' petition asked that a trustee or receiver be appointed by the court to make arrangements with Alta Vista officials and the Wabaunsee County Bar Association to continue the operation of the town's only newspaper until bankruptcy proceedings are completed.

The couple purchased the *Alta Vista Journal* May 1, 1966, and bought the beauty shop the following September.

The petition stated the newspaper, a weekly with 850 circulation, was the main source of legal news and advertisements in Wabaunsee County.

The Kistlers claimed debts of $18,424.15 and assets of $18,612, of which personal property valued at $10,500 has been claimed exempt.

•

Weekly in Scotland Changed by Thomson

EDINBURGH

The Weekly Scotsman, a Thomson-controlled semi-literary weekly first published 107 years ago, ceased publication here because of lack of financial revenue from advertising. It has been replaced by the *Weekend Scotsman*, published as a separate section of *the Scotsman*, daily publication.

With a sale of 40,142, the Weekly Scotsman was running into losses despite a loyal following, spread all over the globe, much of it in Canada and the U.S.A.

•

Teamsters Withdraw

WORCESTER, Mass.

Local 170 of the International Brotherhood of Teamsters withdrew its petition for a representation election among truck drivers and mechanics at the *Worcester Telegram* and *Gazette*.

Governor'sTrophy In Alabama Goes To Baldwin Times

UNIVERSITY, Ala.

The *Baldwin Times* of Bay Minette topped six other daily and weekly Alabama newspaper entries and walked off with the 1967 Governor's Trophy.

The award was presented at the Alabama Press Association's annual summer convention here. The Governor's Trophy is presented each year to the newspaper that has excelled in promoting and protecting the people's right to know, promoting the welfare of the people it serves, and/or promoting better government at the city, county or federal level.

Entries were judged this year by Dr. Earl English, dean of the School of Journalism at the University of Missouri, William Bray, manager of the Missouri Press Association, and L. D. Flynn, manager of the *Columbia Missourian*.

Community Projects

The judges chose the Baldwin Times because of its "projects in the interest of a better community for its people."

Dean English said the Times' "achievements include important assistance in a campaign for a new hospital, as well as its help in securing other improvements of vital community service."

Accepting the award was Jimmy Faulkner Jr., son of the Baldwin Times' publisher.

The newspapers judged besides the Times were the *Choctaw Advocate* of Butler, the *Prattville Progress*, the *Brewton Standard*, the *Jefferson Journal* of Trussville, weeklies, and the *Times-Tri-Cities Daily* of Florence, and the *Mobile Press Register* dailies.

•

Former Police Chief's Libel Suit Dismissed

PENDELTON, Ore.

The Umatilla County Circuit Court dismissed a suit for $170,000 against a publisher filed by a former Hermiston (Ore.) police chief.

The policeman, William Silvey, had sued Marjorie Bartlett, publisher of the *Hermiston Herald*, charging that the publisher told city officials that Silvey "had been living with another man's wife for two weeks." Silvey said the statement caused the city to fire him.

Judge William W. Wells said Silvey failed to present any evidence that Mrs. Bartlett made the statement.

The day the Hot Line got hot.

During the Arab-Israeli war, U.S. carrier-based planes scrambled over the Mediterranean.

Their mission was peaceful, but watching Russians had no way of knowing this.

Within minutes, though, Soviet Premier Kosygin knew it. The White House chose to assure him of it over the Washington-Moscow Hot Line.

It was the first time the Hot Line had ever been used during a crisis.

When the decision to use it had been made, the Hot Line was ready. The teleprinter message was sent to Moscow and received. And who knows what was avoided.

In future crises, the Hot Line must be just as ready. And it will be.

We ought to know. One of our subsidiaries, ITT World Communications Inc., keeps it ready.

International Telephone and Telegraph Corporation, New York, N.Y.

ITT

An all-new Old Parthenon

Senate Passes MU 'Beer Bill'

The Parthenon

Smith Gets Resolution By Overwhelming Vote

Greeks, Dorms Helping School, Huntington

U-Heights Land Plan Is Released

Ten Coeds Compete April 29 For Miss Huntington '67 Title

Children's Theater to present fairy tale

Digest

The Parthenon

Site set for new Center

Heath reviews master's plan

By Howard B. Taylor

Editorial Consultant, Copley International Corporation

College newspapers can sparkle, too.

John Lent, editorial counselor, sends these tearsheets from *The Parthenon*, student newspaper of Marshall University in Huntington, W. Va.

He explains that after reading "Layout and Design" in E&P, Sam Neal, editor-in-chief, Thom Cline, managing editor, Doug Dill, photo editor, and the journalism department's copy editing class decided the paper needed a new look. Old look is in upper *left*.

"A more modern format was our main objective," Lent said. "To achieve this, we eliminated column rules, changed the style on captions and cutlines, initiated down-style headlines and indented copy and heads. Through the use of white space, we hope The Parthenon will be a more modern newspaper.

And it is, resoundingly (*upper right*).

"We have used more and larger photographs," he added, "and have tried for a more horizontal makeup. By incorporating a digest on the front page, readers now get the substance of 11 or 12 stories at a glance instead of the usual four or five common to a tabloid's front page."

It's a fine job of redesigning. Putting into effect the simple steps Lent described, the staff transformed the page—and the entire newspaper.

The previous format was trite, stringy, zig-zag, pedestrian. The new look is sprightly, eye-appealing, interesting.

Five elements fill the page. Each forms a rectangle, vertical or horizontal. Each is squared off on a straight line, without meandering lines of zig-zag type.

Indenting body type and sinking column rules opened the page for white space. Minute detail that enhances readability hasn't been neglected, either. Three stories carry by-lines. Notice the white space above by-line, between by-ilen and credit line and between credit line and story lead. That doesn't just happen. Somebody takes pains to put the white space there. The result is worth the pains.

This is magazine treatment, and it produces striking effects in a tabloid page. The format is flexible: The buckets-and-pails art could be transposed with the children's theater piece. Digest could be dropped to the bottom of the page. In this way, issue-to-issue change of pace can be achieved readily. Subtle change of pace, within the confines of an overall format, is desirable.

A side head is used with the two-column art. This style has been adopted by several newspapers. In addition to being inviting, it lets in more white space.

Boldface paragraphs form typebreakers in the story on the student center. It's doubtful they are necessary in a tabloid page. They tend to sponge out the contrast of richly black heads, white space and gray body type. One of those boldface chunks bumps the caption, causing some loss of identity.

The head on the three-in-four at the bottom of the page is a couple of picas too long. It juts beyond the first column of a body type. Those packages look best when the head is written to the width of the spread. Or, it can be written slightly narrower than the spread and centered.

Cameramen

(*Continued from page* 9)

down a side street."

"All three of us were scared, plenty scared. One Puerto Rican youth threatened us with an open pocket knife; the crowd taunted us and grabbed our camera equipment; and it almost had us surrounded before that car arrived."

Landau, still under doctor's care today (7/24) for rib and skull injuries, said of the Black Power delegates' attack on newsmen they had invited to a press conference at Cathedral House in Newark:

"I have never seen anything like it before. It was just crazy. They threatened to kill us the 'next time' and they would have done it if one of us had taken a step forward. You can't cover these things under present conditions. It can't be done."

Criticizing Newark police for "leaving 20 newsmen and their equipment at the mercy of a militant mob," Landau gave an account of events leading up to the attack on newsmen with fists, clubs and chairs.

About 20 newsmen, including television crews with expensive equipment, gathered Saturday afternoon across from Cathedral House. Some delegates entering the building taunted and threatened them verbally. Newsmen "cooled" it while waiting for the news conference.

At 3:30 p.m. they were invited into a rear room in Cathedral House for "a press conference." Television equipment was set up. Everything seemed peaceful. Charles (Chuck) Stone, press secretary for Congressman Adam Clayton Powell, smiled and chatted affably with several Negro reporters.

Finally, a spokesman read a statement. He was followed by a Negro woman delegate who spoke only a few words when the door burst open and "all hell broke loose." Militant delegates piled into the room, yelling "get out or we'll kill you." They attacked newsmen with fists, clubs and chairs.

Dived Through Window

Landau dived through a window into an area which is a combination parking lot and cemetery. Negroes waiting there hit him with clubs. "All I could think of was get out of here," said Landau. "I ran about 300 feet and jumped into an NBC car. We then drove around to the front of the building."

About that time three Newark squad cars, sirens screaming, pulled up. Policemen armed with shotguns got out. "And then," said Landau, "a peculiar thing happened. One of the Black Power delegates told the police 'don't worry, everything is under control' and believe it or not the police drove away."

Almost before the police were out of sight, Black Power militants rushed to where newsmen had gathered and screamed, "Get out of here! We don't want you! Stick around and we'll kill you this time."

In the confusion, Landau left his camera bag behind. After a huddle, all agreed it would be suicide for a white newsman to go back to the room. A Negro reporter volunteered to retrieve equipment. He returned with Landau's bag, but a Pentax camera with lens on it and a 28 mm Nikon lens were missing. Asked if he'd go back and look again, the Negro reporter, obviously nervous, just shook his head and walked slowly away.

Perry Young, another UPI newsman caught in the "press conference" attack, said two delegates fought in the hall outside preceding the melee. According to Young, A. Kendall Smith and Omar Abu Ahmed had a fist fight because Smith had talked to a white reporter in the street.

All major communication media, said Young, had assigned Negro reporters to the conference.

Resentment of the "white man's press" carried over to some Negro reporters at times, said Young. An all-Negro television crew was called "a personal disgrace" by one conference official and ordered out of the hotel hallway. Generally, however, Negro reporters went in and out of the conference without incident.

WCBS-tv lost $6,000 worth of equipment while covering the press conference. One camera was stolen, another smashed and tape recording equipment was stolen. Chris Borgen, a Negro reporter for CBS, was struck in the back by a chair.

CBS News Director Lee Hanna said he asked for police protection for the second news conference on Sunday. When his men arrived there they were threatened by bystanders and, in the absence of police, left the scene.

In another report on the Saturday incidents, AP's Atlantic City correspondent, Philip Wechsler, described the scene:

I went inside and sat in the front of the room, next to a wall. Then the assailants burst into the hot, crowded room (35

(*Continued on page* 51)

bagpipes sound sweeter

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CERTIFIED DRY MATS

SYNDICATES

Pat Murphy Writes On Business Affairs

By Ray Erwin

A young woman with both business and newspaper experience will write a business-finance column for newspapers to aid and interest corporate and financial leaders as well as blue collar workers and housewives.

The column: "Mind Your Own Business."

The columnist: Pat (Patricia) Murphy.

The format: Three 500-word columns a week.

The release: Sept. 11.

The distributor: Newsday Specials, Garden City, N. Y.

The column began in the *Dallas* (Tex.) *Morning News* last December. It quickly gained a following ranging from business executives to factory workers and suburban housewives.

"In fact, we frequently hear of big investors and community leaders who've become eager readers of the column for what it adds to their own information in areas outside their own specialty," said Managing Editor Jack Krueger, who recommended it to Newsday Specials for syndication. "Readers like the column because it makes clear the relevance of financial and economic developments to them in down-to-their-pocketbook terms."

Miss Murphy achieves this by translating technical language into lively, witty English.

One column each week is on family monetary affairs, one on investments and economic developments having an impact on the individual's income and one answers questions from readers.

Leaves Business

Pat Murphy at 25 was secretary-assistant treasurer and director of marketing research for Business Equipment Manufacturers Association. In 1962, Rich Thomas, then financial editor of the *New York Post*, lured her from her position as a corporate executive to write for the Post. After six months, she joined the *Chicago Daily News*, where she was on general assignment until she switched to the financial desk. Her stories were sent out over the CDN news service wires to other newspaper clients and drew letters of praise from business leaders, including the presidents of the New York Stock Exchange and the Midwest Stock Exchange.

Pat Murphy

After she was graduated in 1955 from Reed College, Portland, Ore., with a liberal arts degree in experimental psychology, Pat became a statistical accountant for the Air Force overseas. On her return to the States, she became a securities analyst for the George S. Armstrong firm of industrial consultants in New York. She has done graduate work at George Washington University.

Pat is the wife of Johnston R. Livingston, consultant on business planning, based in Dallas. When she moved to Dallas in December, 1965, Nick Shuman, assistant managing editor of the *Chicago Daily News*, wrote her: "You have one of the finest minds now writing on business and financial affairs. Your talent for translating some of the deeper mysteries of the financial world for the benefit of a wide readership is rare indeed."

Board of Advisers

Each "Mind Your Own Business" column involves new legwork for Pat and she throws herself into it enthusiastically. She keeps up-to-the-minute by calling on experts in New York, Washington, Chicago or wherever the facts are. She has what she calls a "board" of experts in Dallas, specialists in many fields who are her frequent advisers.

"It's gratifying to have the professionals as well as the amateurs read the column," said Miss Murphy. "One broker said it was like 'a breath of welcome Wall Street air.' At the same time, housewives call to say that for the first time they find reading the business news can be fun as well as worthwhile."

Pat Murphy is the mother of four children, the oldest of whom is 13.

•

McMeel Directs Syndicate Sales

The appointment of John P. McMeel as sales director of Publishers-Hall Syndicate was announced by Robert M. Hall, founder of the Hall Syndicate and now president and general manager of Publishers-Hall, created by the recent consolidation of Publisher and Hall.

McMeel formerly was sales director of the Hall Syndicate. He is a 1957 graduate of the University of Notre Dame and joined Hall in Chicago in May, 1960, and for the next several years travelled in the Middle West.

In January, 1963, he was transferred to the New York headquarters office and represented the syndicate in the East and Northeast as well as the larger cities in the Middle West. In his new capacity, McMeel will direct the combined sales forces of Publishers and Hall from coast to coast.

•

China Newspapers Get Unwanted Paint Jobs

CHICAGO

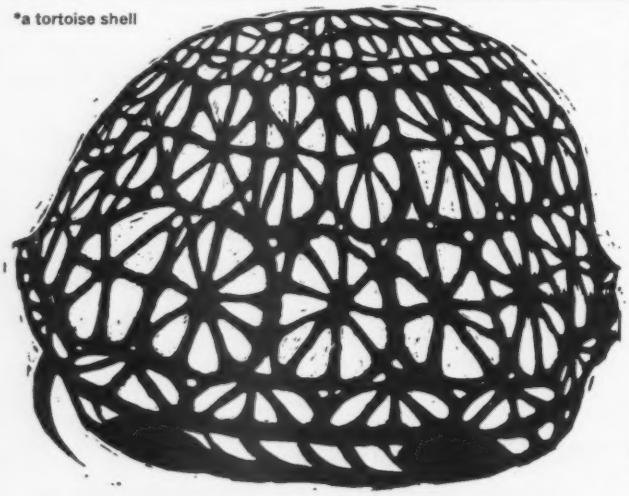
American newspapers generally remain unscathed during mob unrest and gang rioting, but not in China.

A front page of the *Hongkong Standard*, an English language newspaper, was submitted by Miss Jean Weber, who returned home recently. In a front page, two-column box a story recounts:

"In Wanchai they (a leftist mob) plastered red paint and posters on two newspaper buildings, the *Kung Sheung Daily News* and the *Hongkong Times*. Near Canal Road it was the Standard-Sing Tao's turn . . . news vendors eking out a few late sales had their papers destroyed.

". . . Their last blessing went to the Standard's News building; two posters and the red-daubed inscription 'down with the Imperialists.' "

*a tortoise shell



in testudo* the t is small, but...

in Teletype

it's always a cap...

because Teletype is a registered trademark identifying Teletype Corporation products—and used correctly only as an adjective, as in: "Send it on the Teletype machine." It is never used as a noun or verb, as in: "Send it on the Teletype," or "Teletype it."

TELETYPE

Preston Edits New Quotations Puzzle

Quotations and acrostics are combined to form an unusual weekly newspaper puzzle.

The puzzle: "Quote-Acrostic."
The editor: Charles Preston.
The format: Weekend feature.
The release: Sept. 10.
The distributor: Publishers-Hall Syndicate.

Subhead to "Quote-Acrostic" reads: "How To Find the Newsworthy Quote and the Quoter." The rules read: "1. Define 'Clues,' writing definitions in answer column over numbered dashes. 2. Transfer letters to numbered squares in diagram; the block squares separate words. 3. When pattern is completed, quotation can be read from left to right. The first letters of the answer words, reading down, form an acrostic yielding the speaker's name."

Manchester Quoted

For example, the acrostic answer to the first puzzle is "William Manchester — Interview." The quote answer is: "I think when the book is read people will realize that I was and still am very sympathetic to President Johnson, who I believe behaved admirably at a time when the rest of us were just barely able to function."

Some others quoted in early releases are Robert (Bobby) Baker, Ronald Reagan, Cassius Clay.

Answers may be carried on another page of the newspaper or held over for publication on the same page as the puzzle the following week.

News or Literature

" 'Quote-Acrostic' is different than the usual acrostic puzzle," explained its creator, Charles Preston. "It is a direct quotation, from the news or literature, and when solved will give that quotation. In addition, the first letter of each clue is a letter in the name of the person from whom the quote was taken. When solved the full name appears.

"People who work puzzles want another challenge and this is it," he added.

Charles Preston has edited and produced more than 80 books for publishing houses, ranging from puzzles to humor and literature. For more than

Charles Preston

15 years, he has been a contributor to the *Wall Street Journal* and he is crossword puzzle editor of the *National Observer*.

The creator of the new newspaper puzzle is a native of New York, a graduate of Columbia University and he's working for a master's degree in the humanities and literature. His hobby is snow and water skiing. He and his family live at Westport.

W. Robert Walton, editor of Publishers-Hall Syndicate, said the puzzle is the first new feature to be distributed by the merged syndicate, formed in June by a merger of Publishers Newspaper Syndicate, Chicago, and the Hall Syndicate, New York.

•

Syndicate Is Sold To Nashville Man

American Way Features, Inc., 31-year-old national newspaper syndicate, was purchased by Tom Anderson, farm magazine publisher of Nashville, Tenn. The syndicate has been moved from Los Angeles and its new address is P.O. Box 12533, Nashville, Tenn. 37212.

The weekly feature service includes "The Weekly Bulletin," made up of editorials from the nation's press; a cartoon, columns by Tom Anderson, Dean Clarence Manion, Westbrook Pegler, D. R. Segal and Willis Stone.

One hundred and forty-one newspapers purchase the weekly features. Plans are under way to increase the volume and scope of American Way Features. Anderson also owns Southern Farm Publications (12 magazines), a mail-order book service and produces a 15-minute weekly radio program.

Syndicate Sentences

Eagle-eyed newspaper readers are quick to spot the slightest error in cartoons and to take pen-in-hand for a letter-to-the-cartoonist, it's noted by the *Cartoonists' Grapevine*, a bulletin released by the Newspaper Comics Council.

Many cartoonists revealed minute errors that readers have called to their attention, errors that crept in despite careful scrutiny by artists and syndicate editors. For example, Bil Keane, born and raised in the city of Philadelphia, reports he made 28 minute errors in one "Family Circus" panel showing a farm barnyard, according to a farmwife reader. She listed 28 things she considered wrong in the drawing and concluded: "This is not a complaint, just good natured fun. I know details are not important in cartoons, but it is the idea that counts. We love your 'Family Circus' and just wanted you to know we are ardent (and careful) readers."

Another example, John Liney was horrified once to find he had drawn "Henry" diving into a pool and he had two left feet.

Scanning the confessions of a dozen cartoonists, it's easy to see comics pages have their "Short Takes" errors the same as pages of type.

Bob Montana, "Archie" cartoonist for King Features Corporation, and his fellow artists from the Archie Comic Publications, entertained several hundred deaf children at the New York Society for the Deaf with an unusual "pop" art exhibit and cartoon demonstration.

"Fred Basset," the cartoon strip, scored twice in the newly merged *Boston Herald Traveler*. On the day of the merger, the comic was praised in Jim Morse's "Hub-bub" column as a morning refresher and eye-opener and then on July 13 an editorial on "The Funnies on Stage," proposed: "What we're waiting for Broadway to do is discover Fred Basset. A dog? Well, why not? Snoopy is an important member of the cast of Charlie Brown. Fred is so good he deserves a one-man production, in the fashion of Hal Holbrook's Mark Twain. We can see it right now—'Fred Basset Tonight.' "

UNITED FEATURE SYNDICATE, INC.

FEATURES IN READER INTEREST

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DORIS FLEESON
DON MACLEAN
HENRY J. TAYLOR
WILLIAM S. WHITE
INEZ ROBB
NORTON MOCKRIDGE
MARY McGRATH

SPECIALTY COLUMNS
BY GEORGE
Humorous Advice
WILLIAM A. DOYLE
Daily Investor
Mutual Funds
MOLLY MAYFIELD
Personal Problems
MARGARET DANA
Consumer Guide Lines
DR. ERNEST G. OSBORNE
Child Training
STELLA
Daily Horoscope
AMY VANDERBILT
Modern Manners

VARIETY FEATURES
LITTLE PEOPLE'S PUZZLE D/S
LONDON EXPRESS SERVICE
SPOTLITE SERIES
WHERE IN THE WORLD...?
CROSSWORDS, DAILY & SUNDAY
TOM DARCY
Editorial Cartoons
HEALTH CAPSULES D
TICKER TOONS D

COMICS
ABBIE an' SLATS D/S
DAVY JONES D
EB and FLO D/S
FERD'NAND D/S
GORDO D/S
NANCY D/S
PEANUTS D/S
FRITZI RITZ S
CAPTAIN AND THE KIDS S
ALL STARS D
EMMY LOU D/S
GINGER D
PIXIES D/S
STEES SEES W/S
STRANGE AS IT SEEMS D/S
TARZAN D/S
THE GOOD OLD DAYS W
THE GOOD OLD DAYS—ANTIQUES FAIR S
THERE OUGHTA BE A LAW D/S

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Testimony in Comics Printing Case Ends

BUFFALO

The taking of testimony in an antitrust action begun six years ago against five companies engaged in the printing of comics supplements has been completed in Federal Court here.

Attorneys for the Department of Justice and the defendants have been invited to submit briefs within 60 days after they receive transcripts of the voluminous testimony.

The defendants are: Greater Buffalo Press Inc. and three of its subsidiaries: International Color Printing Company, Wilkes-Barre, Pa.; Dixie Color Printing Corporation, Sylacauga, Alabama, and Southwest Color Printing Corporation, Lufkin, Texas; and the Newspaper Enterprise Association of Cleveland.

'Alley Oop, Gentlemen'

Federal Judge John O. Henderson brought the trial to an end after conceding that the case had brought him back to reading the comics for the first time in years.

"They're pretty good," he quipped in court. And when he closed the trial, Judge Henderson added, "Alley Oop, Gentlemen!"

In essence, the government charged the printers with a conspiracy that:

Denied newspapers the advantages of competitive bidding for the printing of supplements.

Forced newspapers not desiring the printing services offered by the defendants to pay "arbitrary prices" for their comic features.

Eliminated price competition among the defendants and the Eastern Color Printing Co. of Waterbury, Conn.

Suppressed competition and sales and printing of supplements.

Restrained some printers from offering their services to newspapers.

Testimony in the various legal maneuvers in the case dragged on through 1961, 1962 and 1963. At one point, Judge Henderson enjoined Greater Buffalo Press from shifting work from its Wilkes-Barre unit to the new plant in Alabama.

In 1963, the court lifted part of that ban, asserting that the action aided Greater Buffalo's competitors.

In testimony taken since July 1, Greater Buffalo contended that its position in the field was due to skills in printing, including a pre-registration system.

On the final day of testimony, two NEA executives—Earl H. Anderson and J. Vernon Gamble—said they knew of no comic so strong that it would force a publisher to buy printing he might not otherwise desire.

Tells of Competition

Anderson also insisted there was no discussion between NEA and Greater Buffalo representatives about avoiding competition at the time when Greater Buffalo bought the Buffalo Color Printing Co. from NEA.

On the contrary, Anderson testified, salesmen for both competed for the business of the *Albuquerque* (N. M.) *Journal* during this period.

When Lewis Bernstein, a Justice Department attorney, showed Anderson a letter that suggested an NEA-Greater Buffalo meeting to determine which accounts were his special preserve, Anderson said:

"There was no meeting."

The original suit alleged that NEA and King Features Syndicate had conspired with Greater Buffalo Press to divide up the markets in color printing.

Consent Decree

But King Features, a Hearst Corporation property, was excluded from the suit after signing a consent order to desist from activities that the Justice Department specified.

Anderson, an NEA vicepresident, also told the court that after the sale of the Buffalo Color Printing Co., there was a truce between NEA and the Greater Buffalo Press. In an earlier grand jury hearing, Anderson also said that the truce was short-lived and he characterized it as "foolish."

Anderson repeatedly said he knew nothing about an agreement between King Features and Greater Buffalo to fix prices and divide markets.

The government case included allegations that King and NEA had agreed with Greater Buffalo Press that the printing company would pay commissions to each syndicate for business it received from them.

At one point, J. Walter Koessler, president of Greater Buffalo Press, testified that his organization paid a $563 a week "shakedown" (a word used in the trial) to King Features.

Describing a 1958 agreement between Greater Buffalo Press and King Features, Koessler said it was cancelled a few months after being made when directors failed to approve it.

"While King Features cancelled the contract, they didn't cancel the shakedown and it continues now," Koessler testified on June 28.

In response to a question by Judge Henderson, Koessler said King was not collecting any new payments.

The payments compensated King for market development costs in some cases where Greater Buffalo had taken over a King printing customer, Koessler explained. A second reason was to persuade King not to raise the price of its features and not to annoy the customers, Koessler said.

Kept Nicht Happy

Koessler said Greater Buffalo is paying King 50 cents per 1,000 copies on its contract with the *Buffalo Evening News* because Greater Buffalo had won a printing contract away from King.

Bernstein asked Koessler why he proposed a deal with the late Frank J. Nicht, a Hearst executive, to cut King in on benefits that Greater Buffalo got in its business for NEA. Koessler said Nicht told him he was anxious to put NEA out of business because of the impending merger of United Press and International News Service.

Koessler said he didn't mean that he would cut Hearst in on the profits but he had to say it to make Nicht happy.

NEA is charged with selling comic features at a discount, provided that the buyer gets its comics supplement printing done through NEA.

Features in Package

Anderson testified that he had offered a package, including a readyprint color supplement and some comics, to several papers. They could have the comics alone, he said, but not at the price at which they were included in the package.

According to Anderson, he was introduced to Frank Nicht by Koessler after the sale of Buffalo Color Printing Co. to Greater Buffalo. The former company was owned by NEA (60%) and E. W. Scripps Co. (40%), which controls NEA. Anderson was general manager of the company.

A few months before the sale was consummated, Anderson said, NEA learned that International Color Printing Co., known to be a "captive plant" for King Features, had been sold to Greater Buffalo. The result was that Greater Buffalo was printing comic supplements for both NEA and King.

Anderson testified he had no knowledge of an agreement between King and Greater Buffalo to fix prices and divide markets.

Who Was Hurt?

During the latter days of the trial, Judge Henderson suggested that the government should introduce some evidence that newspaper publishers were hurt by the alleged conspiracy.

"I'd like to have some newspapermen come in here and say they were ground down," the judge declared.

The government is asking the court to issue an order to break up the Greater Buffalo group. It is also trying to have tie-in sales eliminated. It objects to an alleged practice of compelling smaller newspapers to buy other features along with comic supplements.

•

Morgans to Publish New England Magazine

SPRINGFIELD, Mass.

The acquisition of all the assets of the *New England Homestead* by the Inquirer and Mirror Inc., of Nantucket, Mass., was recently announced by George W. Morgan, president of the latter corporation which publishes the 146-year-old weekly newspaper on Nantucket Island.

New England Homestead, a monthly magazine founded in 1855, has served New England agriculture for 112 years. It is published here. Morgan said the magazine's editorial policy is being broadened to include the historical, cultural, leisure-time, travel and vacation activities and opportunities in New England.

George W. Morgan Jr. had been appointed publisher. He was formerly sales manager of *Chicago Construction News*, a daily newspaper published by McGraw-Hill Inc.

•

Edstrom's New Post

WASHINGTON

Ed Edstrom, a Nieman Fellow at Harvard, former president of the National Press Club and a former Washington correspondent for the *Louisville Courier-Journal*, has been appointed public information director of the National Association of the Partners of the Alliance.

'Reporting Education' Is Theme for Workshop

RIVERSIDE, Calif.

Twenty-seven high school journalism students from throughout Southern California gathered on the University of California's Riverside campus in June for a two-week High School Journalism Institute sponsored by the university and the *Riverside Press* and *Daily Enterprise*.

The workshop, first of what is planned as an annual event, combined the talents of several visiting journalists as well as staff members of the Press-Enterprise to give the students a view of journalism as a career and to offer them instruction in the fundamentals of newspaper work.

The institute had a theme, "Reporting Public Education," which dealt with secondary and higher education. Several California educators discussed education problems with the students to give them material for writing newspaper articles.

Members of the Press-Enterprise staff worked with the students during morning sessions on the tools of the journalist, from reporting to copy editing.

Visiting Lecturers

The students, who came from five Southern California counties, lived in a university residence hall June 18 to July 1.

Visiting newsmen who discussed their work with the students included:

Wallace Turner, *New York Times*, San Francisco bureau.

Karl Fleming, Los Angeles bureau, *Newsweek*.

Gladwin Hill, chief of the Los Angeles bureau, *New York Times*.

Herbert Brucker, former editor of the *Hartford Courant*, now director of the Stanford University professional journalism fellowship program.

Saul Halpert, CBS Television News, Los Angeles.

Maggie Bellows, urban affairs specialist, United Press International.

Edwin O. Guthman, national editor of the *Los Angeles Times*.

Walter Burroughs, former publisher of the *Orange Coast Daily Pilot*.

Robert A. Rutland, chairman of the graduate Department of Journalism, UCLA.

Members of the Press-Enterprise staff who participated in the institute included Phil Locke, editorial writer; Art Nauman, Press city editor; Marcia Knopf, business editor; George Ringwald, columnist and county feature writer; Fred Bauman, chief photographer; Garland Griffin, Enterprise managing editor; Lynwood Abram, Press copy chief; Bob Marshall, Enterprise county news editor, and Tom Patterson, education editor.

Directors of the institute were Tom Green, youth editor of the Press-Enterprise, and Allan Metcalf, assistant professor of English at UC Riverside. They were assisted by Betty Conlin, a journalism teacher.

•

McColley On Board Of Baker Perkins

Daniel McColley has been elected a director of Baker Perkins Inc. of Saginaw, Michigan.

Baker Perkins Inc. manufactures machinery and ovens for the baking industry, as well as heavy mixers and centrifugals for the chemical process industry.

McColley is president, chief executive officer and a director of Wood Newspaper Machinery Corporation of Plainfield, New Jersey, manufacturers of newspaper printing presses, plate casting machinery, paper replenishing devices, and through its Sanford Engineering Co. Division in Salem, Illinois, a line of unwind, rewind and slitting machines for the converting industry.

Wood recently entered into an agreement granting Baker Perkins Limited of Peterborough, England (an associated company of Baker Perkins Inc.) rights outside of North and South America to manufacture and sell Wood printing presses and folders. In turn, the Wood Corporation has been appointed sole sales and service agents in the United States for the Halley Aller web offset printing presses manufactured at Peterborough.

•

Building Additions, Press for Iowa City

IOWA CITY, Ia.

The *Iowa City Press-Citizen* will spend more than $500,000 on an expansion and remodeling project which includes two additions to the present building and installation of a 64-page press.

One addition will house the press and stereotyping departments and another will be used by circulation.

Work has been started and completion is scheduled for early next year.

Further Separation Of Papers Effected

MINNEAPOLIS

A reorganization in the news and editorial departments of the *Minneapolis Tribune* and the *Minneapolis Star* was announced by John Cowles Jr., editor of the two newspapers.

Bower Hawthorne, previously executive news editor for both newspapers, was appointed to the new post of executive editor of the Tribune, with authority over both news and editorial content of the Tribune.

Robert W. Smith, previously editor of editorial pages for both newspapers, was appointed to the new post of executive editor of the Star, with authority over both news and editorial content of the Star.

Daryle M. Feldmeir, managing editor of the Tribune, will continue in that position with responsibility for the Tribune's news coverage, while Leonard Inskip, previously associate editor of the Tribune's editorial pages, becomes editorial editor of the Tribune.

Daniel M. Upham, managing editor of the Star, will continue in that position with responsiblity for the Star's news coverage, while George L. Peterson, previously associate editor of the Star's editorial pages, becomes editorial editor of the Star.

Cowles said in a statement: "These appointments continue the changes we have made in recent years aimed at making the Tribune and the Star, so far as the reader is concerned, each a separate competitive and complete newspaper."

•

Picture Workshop Sponsored by Fund

LUBBOCK, Tex.

Texas Tech's Third Annual Photo Journalism Workshop, sponsored by the *Wall Street Journal's* Newspaper Fund, opened here July 17.

The workshop, the only one of its kind sponsored by the fund, brought to the Tech Campus 20 high school and junior college teachers from eight states, according to Journalism Department Head Wallace E. Garets. Classes are conducted daily until July 29. Tech Journalism Prof. Ralph Sellmeyer directs the course, which offers the teachers two hours of graduate credit.

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BY RON RIESTERER

BY KEITH DENNISON

PHOTOGRAPHY

Timeliness Turns Newspics into Art

BY LONNIE WILSON

There's an old saw: Nothing is deader than yesterday's newspaper. A new "roving" exhibit prepared by the photographers of the *Oakland* (Calif.) *Tribune* is proving this adage erroneous. They contend—and are affirming their contention with examples—that some news photographs do not die overnight, but have a timeliness which qualifies them as art.

"The Art of News Photography" is the theme of the special exhibit now being shown at the College of The Holy Names, Oakland, in the Kennedy Art Center, through Sept. 2. Robert Yaryan, Director of the Center, said the display will emphasize the major dramatic elements of news photographs: Harsh reality, sorrow, surprise, joy, laughter, sickness, pain, violence, fun and humor.

"It has been said that news photography . . . is the art of capturing an event or circumstance on film and relating it to the beholder through his emotions," Yaryan explained.

Some of the photographs on display are prize winners; others are favorites of the Tribune photographers. The pictures have never been on public display before and were selected by Tribune photographers themselves.

Candids of Kids

Chief Photographer Lonnie Wilson is especially noted for his candid pictures of children. Other Tribune cameramen whose works are exhibited are: Prentice Brooks, Leo Cohen, Bill Crouch, Keith Dennison, Jim Edelen, Howard Erker, Chris Kjobech, Thomas McDonough, Fran Ortiz, Ron Riesterer, Russ Reed, Robert B. Stinnett, Roy H. Williams, Ruud Van der Veer, Art Vargas, Bud Wakeland, Harold Jerabek, Les Sipes and John Miller.

Most of these Tribune photographers have won prizes in local, state and national competition including those of the National Press Photographers Association and Associated Press. Bill Crouch won the Pulitzer Prize in 1950.

Blank Verse Tribute

The exhibit consists of 70 mounted black-and-white photo-

BY RUSS REED

BY ROBERT STINNETT

graphs ranging in size from 8 x 10 inches to 16 x 20 inches, some with caption descriptions. Tribune Assistant Managing Editor Richard Fogel prepared a blank verse introduction on the subject of news photography as an are which, set in type, enlarger and framed, stands as a prologue to the exhibit:

The Art of News Photography

News photography is, first
of all, hard work. It is the
art of capturing an event or
circumstance on film and re-
lating it to the beholder
through his emotions.

To the cameraman
it is
sirens and police,
gentle love.
Fragile and fleeting, it is
all moods.

It is harsh reality,
sorrow,
surprise
and joy.
It is laughter and
sickness,
pain, violence,
fear and humor.

It touches
living history.
It is
steamboats,
factories.
It is
what is there.
But it must be caught and
distilled in an instant
—before it evaporates.

The news photo
helps tell a story
and—sometimes—tells the
story
itself.

A news photographer
is expert
technically.
He is competitive.
He is more than that.

He spends hours in the
laboratory
applying his artistry,
culling, cropping, conjuring.

He tells his story
in human terms.
The best pictures
are of people.
Next best are animals.

But the news photographer
also
records form and substance.
He paints
the Earth,
the sky,
the wind and the weather.

His awareness of the world,
crystallized, laughs at
a tumult of words,
and tells more.

He's a man with a trigger.
But he is more than that.
His camera,
applied, becomes
part of him.
His work is an art.
There is art in his work

Behold it.

Following the showing at the College of The Holy Names, the photographs will become the nucleus of a permanent "roving" exhibit with the pictures continually being changed to keep the display "fresh." After a November showing in Kaiser Center, Oakland, the Tribune exhibit is slated for showing in Eastbay colleges and high schools and commercial and industrial centers.

Cameramen

(*Continued from page* 45)

newsmen, TV cameras, lights, microphones, wires, etc.). A reporter next to me was knocked down and fell over me, so as everybody attempted to flee I was wedged between the wall and the reporter.

"I finally scrambled out the window and was chased by several Negroes. As I was running through a back yard, my pipe fell from my pocket. Acting on instinct, and without thinking, I stopped to look for the $3 pipe.

" 'Come on, get out of here,' another reporter yelled to me. I finally found the pipe and resumed running but the chasers by then had found other quarry.

"I circled the block to the front of Cathedral House. By this time police with riot guns were there and hundreds of Black Power delegates were milling about.

"I dashed down the block, passed the crowd, headed for a phone and breathlessly dictated the story."

An AP photographer, John Duricka, reported that two Negroes, one carrying a large club, walked up and down in front of the press corps and threatened to beat any photographer who attempted to take pictures.

"Then," he related, "as we were taken to a room in the back of the church, the two men followed and started shouting that the white press should be thrown out. . . .

"The door came open and several Negroes ran into the room, started breaking up equipment, swinging at the whites and throwing chairs. The reporters and photographers scrambled to get out, some running for the door, others jumped from windows.

"A Negro grabbed my shoulder, but I got loose and went out a window, falling five feet to the sidewalk. I ran to a nearby graveyard and hid."

In Detroit, three UPI staffers —Howard Fields, Frank Beatty and Louis Cassels—were trapped in their car by sniper fire. Beatty got out and crouched beside the car, camera in hand. A state policeman spotted him and pointed a gun toward him.

"When he saw we were newsmen," Fields related, "he said, 'You guys are damn fools. None of you gets paid enough for this.' He crawled under the car's engine for a firing position and yelled at Frank, 'you flash that camera and I'll shoot you.' "

Flees from Sniper

Paul Kidd, a reporter for Southam News Service of Canada, took a place beside a state trooper firing at a sniper in the darkness. He lay flat for 15 minutes, bullets flying around them. Finally, the trooper told Kidd to get into the car, keep the lights off and "go like hell." Kidd drove off amid gunfire.

Most of the staffers on the *Detroit News* and *Free Press* abandoned their regular routine to cover riot stories. They and workers in the production departments worked around the clock.

Edwin Pipp, the News Aerospace writer, was called to duty with the National Guard and he spent a lot of time in a plane taking pictures for the military.

A Negro newspaper, the *Chronicle*, was delivered to homes and stores in the riot-torn area, but drivers of News and Free Press trucks were instructed to bypass that part of the city.

Agency Plan

(*Continued from page* 13)

"The primary acceptance that motivates some space buyers is the way a newspaper is accepted by other newspapers," he said. So, although the New York Mirror's circulation was greater and its milline rates lower than 99 per cent of the newspapers in the United States it died of "advertising malnutrition."

He submitted a table showing that between 1955 and 1965 only the New York Times and the Daily News gained advertising while the Herald-Tribune, the Journal American, the World Telegram, the Post and the Mirror lost.

Inhibits Advertisers

"Once a cloud hangs over a newspaper, advertisers tend to stay away in droves," he said and "for a space buyer to allocate large amounts of a client's advertising dollars to a sick newspaper would be analogous to a chief accountant depositing his corporation's cash in a bank rumored on the verge of collapse."

Gould described the growth of suburban newspapers and of media other than newspapers during the 1950s and 1960s and said that while he did not "point a finger of scorn at tv," he cited its "spectacular growth" as one of the factors that becloud the future of metropolitan newspapers.

In San Francisco, Gould said, there were four television stations and their combined gross revenue in 1964 was $30,796,304. In the same year, gross revenue of the Examiner was $28,300,-196, or two million less than the combined tv stations, but its costs were $13,000,000 more. The Examiner, he said, operated at a deficit of more than $1,600,-000 while the four stations had a profit before taxes in excess of $14,000,000.

Two Voices

Severe losses were sustained by the News Call Bulletin for more than a dozen years, he said, and it was these factors that led him to advocate a plan for "bringing about the realignment of the San Francisco newspapers."

Gould said he acted to "maintain two independent and competing news and editorial voices" and "preserve as many San Francisco newspaper jobs as possible."

The plans for a joint commercial agreement with the Chronicle, Gould said, "were reviewed in full and sweeping detail with the Justice Department" and the department advised them it would not sue to block the proposed combination. As a result of the merged operation, Gould said:

The Examiner is operating in the black and showed a profit amounting to 2½ per cent of gross revenues last year — its first profit in seven years.

The Examiner has the largest and best news gathering staff in its history.

The people of San Francisco and the Bay area are provided with two independent and often opposing editorial voices seven days a week.

The morning, evening and Sunday papers have the largest circulations they ever enjoyed.

The Examiner carries more news content than all but six other evening newspapers in the United States.

The newspapers have great advertising acceptance and have proved most effective in producing results.

The stabilizing and strengthening of the San Francisco newspaper situation has also tended to strengthen suburban newspapers. Of 15 whose circulation figures were available, 12 showed increases since the realignment and 9 of the leading suburban papers reported advertising gains in the years 1965 and 1966.

Examines Background

Thieriot reviewed the circumstances that led up to the joint operating agreement by which the number of daily newspapers in San Francisco was reduced from four in 1959, to two—the morning Chronicle and the evening Examiner—in 1965.

Competition for circulation and advertising among San Francisco papers was intensive for many years, he said, and the "destructive effect of this intensive competition was inevitable."

"Although I do not know the dollar amounts of losses sustained by Hearst in maintaining its two San Francisco newspapers during the years preceding 1964, I'm sure they were substantial," Thieriot said. "The Chronicle's losses in those years were of more modest proportions, but were nonetheless constant. Except for the year 1956, when newspaper operations showed a small profit, the Chronicle had not been operating profitably, although by 1964 the Chronicle was about breaking even."

There was no question in his mind, the witness said, that if the competitive situation prevailing in 1964 had continued either the independently owned Chronicle or the Hearst owned Examiner would eventually have failed.

"Even so," he said, "there would have been a high cost to dying. Quite apart from the loss of investment in plant and equipment, the Chronicle's obligations for severance pay, notice pay, accrued vacations and contract commitments, calculated as of May, 1965, would have approximated $5,000,000."

Thieriot emphasized, as did Gould, that the joint arrangement had the approval of the Department of Justice, at least the written assurance that no antitrust suit would be instituted.

"We assumed that when the Justice Department gave us a clearance letter in September, 1965, it was on the basis that the failing company concept would be properly extended to arrangements of a more limited character such as a joint operating agreement and that the concept should be applied realistically to the unique problems which confront competing newspapers" Thieriot said. "I am concerned because the present position of the Department appears to be basically inconsistent with the position it took in its review and consideration of the San Francisco agreement."

The department has indicated that it might review its position with regard to agency operations it has previously sanctioned.

"In the absence of legislation such as this, newspapers for which a joint operating agreement may be the single hope for independent survival, will be remedial action," Thieriot said. "Existing joint arrangements will continue to face the possibility of litigation aimed at their dissolution. I do not think this alternative is in the public interest."

Faced Collusion Threat

Daniels, the Raleigh publisher, said he had some knowledge of failing newspapers because in 1955 his family had purchased the Raleigh Times when it was in "real financial trouble." As far back as the 1930's, he said, the News and Observer, purchased in 1894 by the late Josephus Daniels, had discussed merger with the owners of the Times. The Times, at one time, suggested an agency arrangement but the Daniels interests did not think it would work. They foresaw the antitrust laws as one obstacle. Their attorney advised them that "if we entered into an agency agreement with the Times we might be charged with collusion because of the necessary consultation and cooperation with respect to rate setting and other matters." So Daniels rejected the agency operation and purchased the Times outright.

Although his paper did not join a combined operation in Raleigh, Daniels said he believed that Congress should make clear that "insofar as the antitrust laws are concerned, newspapers in a situation like we had in Raleigh need not exclude the joint operating arrangement," which he said was preferable to letting a failing newspaper fail.

A joint operating arrangements or an outright merger enabled two newspapers to continue to operate in middle-population cities where one would otherwise fail because of significant cost savings that result from combined operation, Daniels said. Among the savings, he listed selling ads in the second paper for an infinitesimal selling cost, little increase in personnel cost, economies in circulation management and purchase and maintenance of equipment at very little additional cost.

"The financial stability that joint operating arrangements can produce is a good thing, both for a newspaper and its readers," Daniels said. "A hungry editor is a timid editor, and a timid editor is not a good editor. Financial stability is absolutely essential for editorial independence and the continuance of a good newspaper."

Political Ads Rejected

An Oklahoma politician and newspaper owner, who was the only witness at the sixth session of the subcommittee July 25, opposed S. 1312 but advocated enactment of a law that would extend the "equal time" rule of radio and television to newspaper advertising.

His proposal precipitated a lively interest on the part of chairman Hart and other members of the subcommittee as to how the regulation he apparently had in mind could be reconciled with the guarantees of the First Amendment.

The witness was Gene Stipe, of McAlester, Okla., a member of the Oklahoma state senate, who started the *McAlester Democrat* last October after the *McAlester News-Capital* refused to accept his paid political advertisements. Stipe, a political figure in his area, obviously was at odds with the publishers of the News-Capital.

"Approximately a year ago," Stipe said, "the existing newspaper, and the only daily news-

paper in the county and area which I represent, advised me that they no longer would accept paid political advertisements from me. My predecessor in the State Senate seat, who was serving as presiding judge of the criminal court of appeals, was similarly blacklisted and advised by the newspaper that paid political ads would not be accepted from him."

Stipe said he had the choice of withdrawing from the political arena and abandoning his home town or combatting the "only daily newspaper in our area."

"I could not find any statutes which gave me the right to require the newspaper to accept my advertisements," he stated.

Legislation Proposal

To remedy such a situation, he proposed, that the committee give consideration to legislation covering newspapers which is similar to that covering radio and television, and other media under the jurisdiction of the FCC, "for there is scant remedy available to any citizen—or any business man or merchant as far as that is concerned—who happens to encounter the displeasure of the press in areas that are served by only one newspaper."

Stipe advanced the theory that the First Amendment's protection of the press applied to editorial operations but not necessarily to its commercial operations. He thought a statute could be drafted which would eliminate discrimination in advertising without infringing editorial freedoms.

When Senator Hart asked Stipe how he would deal with the problem of rejection of advertising that is in "bad taste", the witness recognized that right but declared that newspapers should not have the right to reject political advertising.

The questions and comments of members of the subcommittee indicated doubt that a law such as Stipe advocated could survive a test of constitutionality.

Started a Newspaper

In response to a question by Senator Hiram Fong, Stipe said the Democrat has cost about $150,000 to date but had built up a circulation of about 8,500. When his paper started, he said, the News-Capital claimed a circulation of 9,400 but "this has been reduced since we went in."

His paper, Stipe said, was the first in recent years to be started in a community of less than 30,000 in Oklahoma. He disagreed with testimony of earlier witnesses that such small communities could not support competitive daily newspapers. This was possible, he declared, largely because of advanced technology, such as offset printing which eliminated costly equipment and "expensive personnel."

Stipe also described his difficulties in obtaining a news service. He said the Associated Press "showed a marked lack of interest" and failed to keep appointments to discuss the possibility of serving his newspaper. United Press International, he said, at first made "many arbitrary requirements" such as requiring payment for five years' service in advance, but finally agreed to a five-year contract requiring one year's advance payment without privilege of cancellation.

"I might point out," Stipe said, "that these requirements are not made for radio and television stations. I am aware of this by first hand knowledge, being one of the owners of an AM radio station and an FM radio station, and one of the subscribers to the same wire services for these radio stations."

Invitation to Wire Service

Chairman Hart said the wire services would be invited to appear and testify as to their sales policies.

Stipe remarked that he "had the impression, perhaps erroneously, that the fact that we were starting a newspaper made it more difficult."

(Wes Gallagher, general manager of AP, told E&P that AP membership is open to anyone who requests it for a legitimate newspaper or broadcast station.)

(Mims Thomason, president of UPI, said:

"Of course, United Press International wants to sell new newspapers—and the more the better.")

As to S. 1312, Stipe called it "bad legislation which would result in the eventual monopoly of all the press in this country."

"I would predict," he said, "that if 1312 is passed, it will be completely impossible for new newspapers to be commenced, as existing papers can use unfair competitive means now denied them by the antitrust laws." He added that, if passed, the measure "will bring about the failure and complete eradication of the competitive press in America."

Charges Called Untrue

Asked by E&P to comment on Stipe's complaint, Richard R. Hefton, president and general manager of the *McAlester News-Capital*, stated:

"Senator Stipe stated that he entered the newspaper business when and after we had refused to publish his political advertising. If this is true, it took him a long time to get around to it, because he hasn't had a race since the spring of 1962—five years ago.

"As to our refusal to run his ads, we have no recollection of having refused his ads. We make a practice of rejecting political ads, after consultation with our attorneys, that are considered to be false, libelous, slanderous or otherwise in such bad taste as to be revolting and obnoxious to the public.

"Therefore if we did refuse his ads it would have been for one of the above reasons. We happen to recall that he spent a tidy sum for advertising with us and ironically we even supported his candidacy.

"This and all other charges are not true and were made calculatingly within the protective cover of a privileged area. We have asked the Hart Committee to investigate the charges and further request an investigation by the Department of Justice into the entire situation existing here in McAlester.

"Senator Stipe is better known as a political overlord, having reigned over this community and the adjacent politically controlled state prison for over a decade. When this locally owned, independent newspaper dared to question his motives and actions he took the route of many such demagogues. He started his own newspaper."

'Virtual Dictator'

McNamara told the subcommittee that as a result of the merger of the *Columbus Dispatch* with the Scripps-Howard owned *Citizen-Journal*, the Dispatch was the virtual dictator of the news and advertising policies of the Citizen-Journal. He said that as women's page editor of the Citizen-Journal and chairman of the Citizen-Journal unit of the Columbus Newspaper Guild, he was in a "unique position" to observe the relationship of the two Columbus newspapers.

"For example," he said, "I learned that the advertising department of the Columbus Dispatch attempted, on a small scale, to control certain parts of the editorial matter appearing in the Citizen-Journal. Although there were many protestations on the part of both newspapers that the Citizen-Journal was completely independent editorially, I learned that the advertising space to the news space ratio of both newspapers was cut in a manner which seriously affected the available news space of the Citizen-Journal without making any appreciable difference to the Dispatch. I learned that the Dispatch effectively frustrated the desire of the managing editor, Jack Keller, to use ROP color for editorial matter, an increasingly common practice in the newspaper business. I learned that the Dispatch business office furnished the Citizen-Journal with a list of firms barred from receiving publicity in either paper. We were told that because these firms had refused to buy 'donational' ads, their news releases were not to be used. If they were involved in true news stories, we were told, then it was permissible. I learned that what was said at a bargaining table for one newspaper was likely to be transmitted to management of the other paper. I learned that there was great fear on the part of Scripps-Howard that the contents of the contract between the two would be revealed."

Violation Since '59

McNamara added that "it is my opinion that the relationship between the newspapers in Columbus is a violation of the antitrust laws and has been since Nov. 9, 1959. To pass S.1312 now would, in the case of Columbus at least, be like marrying the girl in the maternity ward—after the delivery."

The Citizen-Journal could grow, he asserted, only as much as the Dispatch wants it to grow. This was not a healthy situation and to pass S.1312 would legitimatize it and "con-

(*Continued on page* 60)

Golden Quill

(*Continued from page* 15)

He probably would be bored to death. Because, in his efforts to please his parents, he may not have yet learned the art of loafing."

Mrs. Nora Cooper, the *Maui* (Hawaii) *News*, also wrote about teenagers in "For Those Who Think Young." She said she was a staunch supporter of the teenager and did not think, as many do today, that the world was in a sorry way because young people today aren't what they used to be.

But she did not think the voting age should be lowered to 18. Mrs. Cooper opposed the argument that if a boy is old enough to fight he is old enough to vote by pointing out that military life is organized and ordered by adults "and there is no real substance in the bullets and ballots arguments."

Hugh A. Graybiel Dies Week After His Son

WINDSOR, Ont.

Hugh A. Graybiel, 77, publisher of the *Windsor Star*, died July 18. He suffered a stroke June 12.

His death came just eight days after that of his son, Richard, who was general manager of the Star.

Hugh Graybiel, who had been in the newspaper business most of his life, was born in Caledonia, Mich., July 16, 1889. After studying at the University of Michigan at Ann Arbor, he went to Saskatchewan in 1913 where he became associated with the late W. F. Herman, then owner of the old *Saskatoon Star* and the *Regina Post*.

When Herman bought the old *Windsor Record* and changed its name to the *Border Cities Star* in 1918, Graybiel went with him. When Herman died in 1938, Graybiel became publisher of the Star.

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Obituaries

FRANK ROBERTS, 72, office manager of the Ship News Reporters Association in New York City for almost a half century; July 23.

* * *

CHARLES B. ENGELKE, 52, a former manager of the UPI bureau in Philadelphia and correspondent in South America; July 19.

* * *

JOSEPH F. CARROLL, 65, vice-president of Sinclair & Carroll Company and developer of news inks; July 15.

* * *

CARL SANDBURG, 89, *Chicago Daily News* reporter in the days of Henry Justin Smith; poet and Lincoln biographer; July 22.

* * *

THEODORE S. SWEEDY, 62, a former *New York Times* reporter and copy editor; July 23.

* * *

MRS. ARTHUR M. BLAKE, 88, a World War I reporter for the AP; July 23.

* * *

HAROLD L. MURRAY, 69, editor of the *Wooster* (Ohio) *Daily Record* for 17 years; July 15.

* * *

WENDELL PHILLIPS BRADLEY, a former *Washington Post* reporter; July 13.

* * *

ARTHUR M. BYRD, 23, *Houston* (Tex.) *Chronicle* reporter; recently, in Vietnam where he served with a Marine regiment.

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GOSS HSLC ARCH TYPE PRESS
12 Units—22¾—4 Folders—Skip Slitters — Color Stripers — 4 DC Group Drives w new G.E. Rectifiers—COMPLETE STEREO—8 ton Electric Metal Pot—2 Wood Juniors—2 Autoshavers—WILL DIVIDE.

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7 Units—22¾—Color Cylinder—2 Folders w 1 Balloon Former—2 AC Group Drives—WILL DIVIDE.

HOE SIMPLEX (1948)
24 page—22¾—Color Cylinder—½ and ¼ Folder — AC Drive — COMPLETE STEREO—Turtles—Chases—Goss 45 W Roller—Sta-Hi Master Former—Electric Metal Pot—Wood Pony Autoplate —Sta-Hi Master Router.

DUPLEX TUBULARS (2 to 1)
24 page—16 page—8 page Decks—with or without complete Stereo—AC Drives.

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4 Units—16 pages—22¾—½ and ¼ Folder—AC Drive.

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For Complete Information Call or Write:
INLAND NEWSPAPER MACHINERY CORPORATION
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FOR SALE: 3 unit Vanguard offset newspaper press. About 6 years old. Can be seen in operation. 12 page capacity at 15,000 per hour. $28,000. Virgil Hillyer, Central Washington Press, P.O. Box 689, Sunnyside, Wash. 98944 Area Code 509, 837-3701.

6-UNIT SCOTT high-speed press, Double 3 to 2 Folder. Full width all reversible, 21½" cut-off, with stereo, spare parts, extra drive motor. Excellent condition. Sale or lease with some volume, ample space, 2 docks. Versatile press from all black to 4 colors both sides. Ideal for comics, circulars, or newspapers. P.O. Box 218, North Andover, Mass. 01845. (AC 617) 685-5128; eves. 475-4684.

Wanted to Buy

NEWSPAPER PRESSES
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MAT ROLLERS
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BEN SHULMAN ASSOCIATES
60 E. 42nd St., N.Y. 17, N.Y. OX 7-4590

FOUR-UNIT OFFSET PRESS wanted. Full details to J. H. Lunney, P.O. Box 71, Merced, Calif. 95340.

WANT TO BUY good second hand multiple router capable of dealing with plates 16½" wide and $\frac{7}{32}$" in thickness and with a cut-off of $23\frac{3}{32}$". Box 1247, Editor & Publisher.

CAREER OPPORTUNITIES

Academic

TEACHING, ADMINISTRATION — Large Eastern school seeks administrative assistant for federal program, to help with supervision and PR; some teaching, travel. Opportunity to work on advanced degree. Media experience wanted; psychology, sociology background useful. Salary open—in $10,000 area. Box 1238, Editor & Publisher.

CAREER OPPORTUNITIES

Academic

WANTED: M.A. CANDIDATE to assist in reporting, editing laboratories; some newspaper experience preferred. Write or call: Director, J-School, Bowling Green (Ohio) State University 43402. Ph.: (419) 353-8411.

Administrative

ADVERTISING PROMOTION MANAGER
Young man, 27-35, to take over two-person promotion department of state's largest dailies, 100,000 circulation class, Zone 3. Such a man may be in promotion department of larger daily, with one or more years' experience, now ready for managerial position. Should be promotion-minded, enthusiastic, able to supply our ad salesmen and advertisers with helpful sales material, market data and other pertinent information. Salary open, all fringe benefits. Replies confidential. Send resume to Box 1215, Editor & Publisher.

EXCELLENT OPPORTUNITY for young CPA, or equivalent experience, to advance on management team of Pacific Northwest's fastest growing daily. This administrative position will involve corporate records, cost analysis and projections, budgeting, and tax accounting. Knowledge of computer programming and management of investment portfolio helpful but not mandatory. Box 1124, Editor & Publisher.

ACCOUNTANT-AUDITOR
Business growth requires 200,000 combination circulation daily in Zone 7 to create a new position in accounting department. Seeking college graduate 25-35, preferably a CPA. This challenging position includes work in the areas of financial statement preparation, internal auditing, and budgeting. Opportunity for the right person includes attractive starting salary, proven job stability and an outstanding employee benefit program. Your resume (which will be held in strict confidence) should include your most recent compensation. Box 1235, Editor & Publisher.

TOP EDITORSHIP combining community leadership with staff direction and product improvement for one of the nation's leading chains of suburban newspapers. (Chart Area 5).

Rapid growth and future expansion have created this executive position for the journalistic pro who knows how to lead people in the pursuit of excellence and who is adept at community relations.

Strong editing background required, either with good-sized daily or in top spot with excellent suburban operation.

The challenges are all there: growth, improvement, and involvement. The rewards, too: the kind of salary to hold you on a career basis, advancement, and job satisfaction.

Box 1288, Editor & Publisher

Circulation

CIRCULATION MANAGER
We are looking for a young man for a 10,000 daily in Ohio; a lot of experience is NOT necessary . . . just a lot of common sense. Plenty of opportunity for expansion in a clean, growing city. Please send complete resume, references and salary requirements to Box 1202, Editor & Publisher.

HOME DELIVERY SUPERVISOR
Six-day morning in Chart Area 2 needs a "take-charge" man who can work with branch managers and carrier crews. This can be a rapid steppingstone upwards for the right person. Send complete resumé and salary requirements to Box 1279, Editor & Publisher.

CIRCULATION MANAGER for Florence Morning News, Florence, S. C. with ability to take full charge of department and develop circulation in fast growing area. Present circulation over eighteen thousand. Only daily paper in Eastern South Carolina. Good schools. branch college. Write full details. Salary expected, give reference. J. M. O'Dowd, Publisher.

CIRCULATION MANAGER needed for top Georgia daily newspaper. If you're looking for a future, send complete resume, references, salary requirements to Box 1294, Editor & Publisher.

Career Opportunities

THE BEST JOB OPENINGS IN THE NEWSPAPER AND RELATED FIELDS

Composing Room Sales

SALES REPRESENTATIVE—Leading typesetting machine manufacturer offers sales position in Zone 2 for man with thorough composing room background. Experience in hot metal tape operation and phototypesetting desirable. Salary commensurate with ability and experience. Box 1276, Editor & Publisher. An Equal Opportunity Employer, M&F.

Classified Advertising

SEASONED CLASSIFIED SALESMAN for growing staff of 6-day, 80,000 circulation evening in suburban N.J., 12-miles from N.Y. Solid opportunity in a top-20 market for a man with management potential. Contact Art Giglio, Herald-News, Passaic, N.J. 07055. (AC 201) 777-6000.

IMMEDIATE OPENING for assistant manager. Excellent opportunity for an ambitious, enthusiastic, man or woman, in competitive operation, supervisory capacity. A thriving daily and weekly newspaper located in the fast-growing Houston-Nasa Bay area. Write resume to Mrs. Bobbie Halstead, The News Citizen, Box 6192, Pasadena, Texas 77501 or call (713) GR 3-5511.

Display Advertising

ADVERTISING SALESMEN, retail and classified, for daily newspapers in E&P Zones 5, 7 and 8. Send complete typewritten resumé, references to Inland Daily Press Assn., 100 West Monroe, Chicago, Ill. 60603.

AD MANAGER for 4M daily in Central Montana. Send resume and sample layouts. $130 week plus commission. Daily News, Box 900, Lewistown, Montana 59457.

EXPERIENCED AD MANAGER needed by growing Ohio daily in 15,000 class. Write details of experience, education, etc., to Box 1159, Editor & Publisher.

MAKE-UP MAN

Experienced make-up man to supervise advertising, scheduling and dummying of Metropolitan daily. Chart Area 4. Excellent benefits, and fine opportunity for right man. Our employees know of this ad. All replies held confidential. Box 1162, Editor & Publisher.

RETAIL ADVERTISING SALESMAN Young energetic, enthusiastic beginner. Opportunity to learn with seasoned staff on growing daily. Resumé, including references, to: John Holdsworth, Retail Advertising Mgr., The Daily Advance, Dover, N. J. 07801.

ADVERTISING SALESMAN

One of the nation's foremost daily newspapers is in need of an experienced national advertising salesman to contact food brokers and distributors.

The man we want is now employed on a small daily and has an outstanding record as a national advertising salesman and is seeking a better opportunity.

He should be between the ages of 28 and 40, with a good background of experience in selling national newspaper advertising. We would prefer that he have some knowledge of how to build and use effective presentations.

Must be of good character, in good health and able to express himself intelligently and convincingly. For such a man we offer an unusual opportunity, plus a good salary, fringe benefits, pension plan, etc. Confidential, of course.

Box 1260, Editor & Publisher

$135-A-WEEK PLUS COMMISSION for energetic young ad salesman who truly enjoys selling. Hard work—long hours—bright future as salesman-manager of small Midwest daily. Send complete resumé, letter, examples of work. Write Box 1252, Editor & Publisher.

Display Advertising

RETAIL ADVERTISING SALESMAN for 29,000 circulation daily. Must be self-starter, strong on copy layout and sales. Good salary, incentive plan and working conditions. Forward resumé including experience, past employment and references. All replies confidential. Maurice Williams, Advertising Dir., Times-News, Kingsport, Tenn., 37662.

ADVERTISING MANAGER

HELP . . . we have an outstanding product in growth area, Zone 3. Good schools, location and working conditions. If you are eager for a challenge, ready to assume management responsibilities, not afraid of work, fully experienced in retail, classified and national NOW, and ideas that produce plus linage . . . you qualify for a vacancy now open. Send resume to Box 1329, Editor & Publisher, stating age, education, past employment record including references, and linage record for past four years.

ADVERTISING MANAGER for growing Colorado 5-day daily. State salary requirements first letter. Write: Publisher, The Valley Courier, Alamosa, Colo. 81101.

ONE OF AMERICA'S most dynamic, fast-growing 6-day daily newspapers needs three experienced advertising salesmen . . . men who can service accounts as well as new business and feature promotions. Liberal fringe benefits. Salary plus bonus depending upon attitude and ability and desire. This is a staff expansion. Send full resume, educational, work experience to General Manager, The News-Herald, Willoughby, Ohio 44094.

AN EXCEPTIONAL OPPORTUNITY

The New Britain Herald is looking for an experienced advertising salesman. If you have solid retail advertising experience and are seeking a position with a future, then we would like to talk to you.

We offer you salary, a rewarding monthly bonus plan, established accounts (which last year totaled more than a million lines), mileage, a congenial staff, modern building and excellent fringe benefits.

Area 1 and 2 applicants preferred. Write or phone today: Lindsley Wellman, Herald, New Britain, Conn. 06050. (AC 203) 225-4601.

WHAT ABOUT BROADCASTING? Aggressive young man, with account executive potential, to learn radio while serving as administrative assistant to regional sales manager for N. Y. C. based radio group. Box 1322, Editor & Publisher.

RETAIL ADVERTISING SALESMAN for N.Y.C. suburban daily and Sunday. Excellent and rare opportunity for someone with a least two years' experience. Send resume to Box 1295, Editor & Publisher.

ADVERTISING SALES

REPRESENTATIVE

Florida metro combination daily will have an opening this fall for a top-flight experienced Retail Advertising Sales Representative.

We are looking for a young man who is willing to work hard for the next few years to prove that he will be good management material.

Excellent starting salary and company benefits. The Company and the climate can't be beat.

Please send resume to Box 1285, Editor & Publisher giving age, marital status, work experience, education and expected salary.

OUR STRONGEST OFFER is not big pay, bonuses; you can earn both; and if you're really good as a space salesman—have energy to spare—you can qualify for your own property, in growing Southern group. Chart Area 6. Write Box 1312, Editor & Publisher.

Display Advertising

ADVERTISING SALESMAN for award-winning 21-M Speidel newspaper. Permanent position, good salary plus liberal bonuses. Retirement program, many other benefits. Excellent opportunity for experienced salesman. Write resume to Robert Huttenhoff, Advertising Dir., Salinas Californian, Salinas, Calif. 93901.

Editorial

READY TO MOVE UP?

Are you now on a small daily newspaper? Do you feel you have reached the peak of your performance there? If so we are looking for you. Where? A metropolitan 7-day morning newspaper, in Chart Area 8, is expanding its operations and has openings for qualified young people of all types of employment in the news department—reporters, copy editors, editorial writers, special writers. Give us your complete academic and working experience in first letter to Box 1180, Editor & Publisher. Salaries better than average. Good benefits and pension program, excellent living conditions.

EDITOR - ASSOCIATE — National organization with Chicago-based headquarters has an opening for an experienced associate editor. This position requires a college graduate (Journalism Major highly desirable) with at least three years experience (newspaper background preferred). The duties involve reporting and editorial responsibilities for a weekly newspaper serving professional people. Excellent employe benefits and working environment. Submit resume and salary requirements in complete confidence. Box 1164, Editor & Publisher.

DESK MAN AND REPORTER; two openings; some experience preferred. Upstate N.Y. afternoon daily in 15,000 class. Good starting pay, chance for advancement, fringe benefits, good working conditions. Submit resume to Box 1240, Editor & Publisher.

FISH, SKI, HUNT—Experienced wire editor for 25,000 a.m.; also reporter with 1-2 years' experience. Editor, Montana Standard, Butte, Mont. 59701.

I WANT A WOMAN . . .

. . . who is intelligent, curious and imaginative and can write perceptively of things that interest other women . . . in this case, interests that go far beyond cooking and sewing and involve the forces that are rapidly changing their world. If you are our woman, send resume and salary requirements to Larry Hale, Assistant Managing Editor, The Evening Press and Sunday Press, Binghamton, N.Y. 13902.

CITY EDITOR

30, or younger, with vision. Must "see" paper's response to international, national or state issues. Guide investigative stories when needed; motivate and teach staff.

Job offers personal freedom, inventiveness on paper where top management came up news side. Advance according to ability. Salary open.

Apply in person or send detailed resume to:

Brandt Ayers,
Managing Editor
THE ANNISTON STAR,
P.O. Box 189,
Anniston, Ala., 36201.

Editorial

EDITOR—Major publisher of prestige periodicals and books offers unique opportunity on one of its national magazines. Publication enjoys six-figure circulation among discerning, highly-educated professionals. Salary to $20,000. Unsurpassed fringes. Ideal environment. N.Y.C. area. Full details to Box 968, Editor & Publisher.

REPORTER NEEDED to round out staff of one of South's top newspaper combinations. Good pay — excelelnt fringe benefits—secure future for reporter with experience to do the job in a fast-growing industrial city of 170,000. The State Capital—home of LSU . . . an ideal community in which to work. College graduate preferred. Write: Mrs. Charlotte Crowell, Personnel Dir., State-Times & Advocate, Baton Rouge, Louisiana 70821, giving full details of experience.

REPORTER with at least 3 years' experience for Va. afternoon daily. Short hours and good pay for man with right educational and professional background. Box 1210, Editor & Publisher.

CITY EDITOR OR REPORTER ready to move up needed by 13,000 daily 25,000 "city of lakes" NW Ind. Fine community, staff, benefits. Opportunity unlimited. Write in full confidence to Ed Shipley, Herald-Argus, La Porte, Ind., 46350.

110-YEAR-OLD, progressive evening daily — 27,000 circulation — needs young, capable desk man. Pending conversion to offset offers challenging future. Excellent working conditions, employee benefits. Write or wire: Kokomo Tribune, Kokomo, Indiana 46901.

REPORTER-DESKMAN for Alaska daily. Send resumé, references, samples of work to Box 1254, Editor & Publisher.

Newspaper

COPY DESK

The Fresno Bee has an immediate opening for an experienced desk man. Permanent position. Excellent employe benefits. Apply in person or send detailed resume to:

Personnel Department
McClatchy Newspapers
21st & "Q" Streets
Sacramento, Calif., 95804

SPORTS WRITER

For Florida's liveliest evening paper, the award-winning St. Petersburg Evening Independent. If you have solid sports writing experience and strong verbal skills, you may be our man.

You'll join a small but spirited sports staff in reporting, writing, dummying and editing sports pages that give zest and color to local sports; you'll earn a good salary, plus an outstanding array of "extras" including profit-sharing, medical, life, and disability insurance, and many others.

Apply to Personnel Manager, St. Petersburg Evening Independent, P. O. Box 1121, St. Petersburg, Florida 33731.

REPORTER—Experienced general assignment reporter wanted by 15,000 evening and Sunday morning daily in heart of hunting, fishing and recreation area. Just converted to offset, building new plant. Will consider reporter now on either daily or weekly. Camera experience desirable. Good working conditions and salary. Air-mail resumé, clips and references to Phil Neiswanger, Managing Editor, Herald & News, Box 788, Klamath Falls, Oreg., 97601.

HELP WANTED

Editorial

SPORTS EDITOR—Our sports editor taking on new duties as managing editor. Opportunity for aggressive, young man who will concentrate on coverage of local sports. Seven-day daily located in stable Northcentral Ohio city that has diversified industry, fine churches and schools. Good fringes. Contact Ed. Thompson, Editor. (AC 614) 622-1122.

WOMEN'S EDITOR

Long-established, respected combination daily and Sunday in attractive, cultured Southern community seeks thoroughly experienced, imaginative woman to head 4-member department. Salary: $6500 up. Generous insurance, pension, other benefits to woman under 50. Minimum 5 years' staff experience, or 2 as editor; some college mandatory. Send complete resumé including layout samples and availability for interview. Box 1255, Editor & Publisher.

REPORTERS, DESKMEN for daily newspapers in E&P Zones 5, 7 and 8. Experienced or qualified beginners. Send complete typewritten resumé, references to Inland Daily Press Assn., 100 West Monroe, Chicago, Ill. 60603.

COPY EDITOR with copy reading experience on daily for quality PM (48M) paper. We want an alert editor who knows how to sharpen copy and isn't afraid to use pencil. Salary right, plus top benefits if you can qualify. Write Personnel Dept., Times-World Corp., Roanoke, Va. 24010.

AGRICULTURAL WRITER—The man we are looking for has a degree in journalism or agriculture, and writes copy farmers will read. We can offer him the #2 spot on an Eastern Agricultural College information staff, an excellent salary, a nice place to live and work, and a chance to branch out into radio, photography and publications. Send resumé to Box 1265, Editor & Publisher.

TELEGRAPH DESK

The challenge of the ever-changing news picture awaits man joining expanded telegraph desk of lively Chart Area 5 daily starting about Sept. 1. J-school degree and experience preferred. Salary open, liberal fringe benefits on 35,000 circulation paper affiliated with one of nation's outstanding small newspaper groups. Box 1248, Editor & Publisher.

REPORTER, courthouse beat and general, needed late summer by 10,000 circulation daily in Wisconsin college town. Will take experienced reporter or J-grad. Write Box 1258, Editor & Publisher.

REPORTER for 8,500 daily. J-degree preferred. Planning new plant with new offset press. Two reservoirs within 10-miles for water recreation. Exceptional small town of 14,000 because of 8 nationally known industries, Honeywell Center and cultural activities. Growth is steady, not spectacular. Opportunity of learning, responsibility and advancement. Write Joe Nixon, Wabash, Ind., Plain Dealer experience, salary requirements.

SPORTS WRITER, with the emphasis on writing ability. Three-man staff covering all sports . . . an ideal spot for a career sports man. This newspaper is small enough to provide interesting variety and large enough to reward top work and offer advancement. A.M. 35,000 daily in the East. Box 1331, Editor & Publisher.

WE WANT TWO REPORTERS who are interested in producing thought-provoking, in-depth stories for a progressive, 10,000 circ. Ohio daily. You'll have writing freedom and be a member of a young, energetic staff; and you'll get in on the ground floor of our new offset operation. Salary depends on education, ability and experience. Box 1325, Editor & Publisher.

RADIO W C V L, Crawfordsville, Ind., has Sept. 1st opening for well-rounded, seasoned reporter. Broadcast experience unnecessary. Submit resume and salary requirements. Complete confidence.

HELP WANTED

Editorial

DOUBLE TROUBLE

City editor's stepping up to editorship elsewhere, and insists on taking city reporter (his wife) with him. Need city editor for desk work, staff direction. Excellent opportunity for young journalist.

Also need reporter - photographer. Award-winning daily; eight-man staff. Write Managing Editor, Coffeyville, Kans., Journal.

TWO REPORTERS to join young, alert 20-men staff for progressive 23,-500 p.m. daily in attractive university community in Blue Ridge foothills. Good pay, benefits. Write to Managing Editor Ben V. Kent, Daily Progress, Charlottesville, Va. 22901.

SUBURBAN REPORTER

Unusual opportunity on New York State's lively capital city p.m. for reporter to cover one of the large, growing suburban areas that adjoin Albany. We're looking for a young man or woman with a college degree, 2-3 years' experience on a small daily, and the ability and potential to succeed on a larger paper. The challenge and opportunity are here. Should have car. Send compelte resume and some representative clippings of your work to: Robert G. Fichenberg, Executive Editor, The Knickerbocker News, 24 Sheridan Ave., Albany, N. Y. 12201.

TO ROUND OUT A FINE STAFF
We're looking for a . . .
COPY EDITOR

. . . who edits tightly, lays out a page brightly, reads each story as the last sentry of accuracy and good sense.

We're part of Federated Publications, Inc., whose seven newspapers print more than 280,000 daily in four states. Our standards are high and we offer a good salary plus fringes, in a community and region known for pleasant living. Advancement chances are excellent.

If you measure up, send resume and examples of headlines and layouts to:

Hobart A. Chipman, Managing Ed.,
ENQUIRER & NEWS
Battle Creek, Michigan 49106

FIFTH WHEEL? We need one for fast-growing, aggressive pair of weeklies in suburbs of large, metro area. Circ. 60,000.

REPORTER-DESKMAN to join full-time staff of four. Minimum two years' experience. Zone 5. Send resume and clippings. Box 1290, Editor & Publisher.

MALE OR FEMALE REPORTER, preferably with some experience, for lively daily in Zone 5 town with new owner. Box 1308, Editor & Publisher.

WIRE EDITOR to handle wire copy, lay out some pages on progressive 20,-000 plus p.m. daily in Area 4. Give details in letter. Prefer man from South. Box 1310, Editor & Publisher.

GENERAL REPORTER

Prefer someone with experience, or recent graduate for general reporting in county-seat town on fast-growing daily located in Northern Illinois. Good opportunity for either male, or female. Box 1302, Editor & Publisher.

UTILITY DESK MAN—One of the Northeast's outstanding p.m. in the 60,-000 circulation class is looking for an all-around desk man who can edit competently—write sharp heads and lay out a page. We're not interested in mere cap underliners or comma inserters. Excellent opportunity for advancement on fast, 10-man desk. $145 to start; substantial increase once you've proved yourself. All fringes. Send complete resume to Box 1284, Editor & Publisher.

WE ARE TIRED of reading routine applications. We are looking for a good, fast, experienced reporter to specialize in government coverage in university city in best part of Region 8 for a growing, 7-day newspaper. Send full resume and salary requirements to Box 1282, Editor & Publisher.

HELP WANTED

Editorial

WE'RE A 35,000 CIR. MIDWEST paper offering an attractive and balanced package of world, national, state and local news. We are expanding and need at least two young reporters and two deskmen with the potential to become, in time, top-flight reporters and editors. Our desire is to serve the people in a responsible manner. Box 1299, Editor & Publisher.

IF YOU HAVE at least two years' experience and want to report for a lively daily with high news standards, good pay and fringes, write Charles Rowe, The Free Lance-Star, Fredericksburg, Va. 22401.

SPORTS EDITOR

Growing 6-day P.M. needs man who can take charge. Unlimited opportunity . . . our paper one of four-paper group. Salary commensurate with experience, ability. Call Harry Yockey, Editor, collect (AC 216) 343-7706. The Daily Reporter, Dover, Ohio.

REPORTER for 5M circ. western afternoon daily; some photography and sports. Excellent opportunity to learn all aspects of community journalism. Three of our young men now have their own papers. Want hard-working man who can become community leader and move up. Pleasant, progressive western city with new junior college. Write: Publisher, The Riverton Ranger, Riverton, Wyo. 82501.

CITY EDITOR

Enterprising, growing 20,000 6-day Midwest daily. Good staff. $135 to start; place for capable young journalist to grow. $12,000 free life and family insurance, major medical, substantial retirement—other benefits. Write in detail. Box 1305, Editor & Publisher.

TWO OPENINGS on our bright young news staff; one reporting; one copy desk. Promising beginners would be considered. 18,000 offset daily, going up fast. Write Managing Editor, Delaware State News, Dover, Del. 19901.

SOUTHWEST OREGON DAILY needs young general assignment reporter. Challenging news area, varied tasks, excellent fringe benefits make this a fine opportunity for ambitious newsman just getting started. News-Review, Box 1248, Roseburg, Oreg. 97470.

EDITOR, or present newsman, for promotion to head 4-person staff Monday through Friday P.M. offset. Plant modern. Heavy local copy, pictures; camera, picture knowledge; direct staff getting local news, produce attractive makeup with minimum AP copy. Permanent. References. Franklin Yates, Times-Gazette, Shelbyville, Tenn. 37160.

COPY EDITOR—Leading New England newspaper seeks copy editor. Position calls for quality editing and some makeup. Excellent pay, conditions and fringe benefits. Box 1313, Editor & Publisher.

STATE EDITOR to handle area news 25,000 circulation progressive daily, northern Rocky Mountains. Five-day, mornings, 40-hour week; two to three years' experience. State salary requirements first letter. University city in one of the finest outdoor recreational areas; also opening for photographer-reporter, experience required. Box 1311, Editor & Publisher.

MAN TO ASSIST PUBLISHER as #2 news head. Large weekly, city 6,000. Growth opportunity, editorial charge. Times, Willard, Ohio 44890.

TOP SPORTS MAN NEEDED
FOR BIG-10 CITY DAILY

The Bloomington (Ind) Daily Herald is expanding its sports coverage of Indiana universities and area high schools and needs a bright, young man to join its highly-acclaimed sports department.

The need is for someone with both reporting and desk experience. This is a golden opportunity for the right young man with the desire and ability to succeed in sports. If interested write or call Wayne Powell, Personnel Director, today!

HELP WANTED

Editorial

EDITORIAL ASSISTANT

. . . for major corporation employee publications. Philadelphia area. Self-starting recent Journalism grad who can do lively features and business copy with equal ease. Should "bounce back" after surgical editing, — prima donnas won't make it. Must meet laborers or executives with equal ease. Color photography, layout sense desirable. Will help publish prize winning, four-color magazine. Please write to:

MANAGER, EMPLOYMENT

Campbell Soup Company

375 Memorial Avenue
Camden, New Jersey 08101

An Equal Opportunity Employer

CLASSIFIED
Advertising Rates

"SITUATIONS WANTED"
(Payable with order)

4-times ..... 90c per line, per issue
3-times .....$1.00 per line, per issue
2-times .....$1.10 per line, per issue
1-time .....$1.20 per line, per issue

Count five average words per line.
3 lines minimum
(No abbreviations)

Add 50c for box service
Air-mail service on box numbers also available at $1.00 extra.

Respondents answering box "Help Wanted" ads

but desiring to avoid sending a resumé to specific newspapers or organizations can still do so by placing same in an envelope addressed to 'Classified Manager' along with a note listing the companies you do not want your application to reach. E&P, in turn, will advise you by letter as to the disposition of your inquiry.

DISPLAY—CLASSIFIED:

The use of borders, boldface type, cuts or other decorations, changes your classified ad to display. The rate for display-classified is $2.75 per agate line—$38.50 per column inch minimum space.

"ALL OTHER CLASSIFICATIONS"

4-times .....$1.35 per line, per issue
3-times .....$1.45 per line, per issue
2-times .....$1.55 per line, per issue
1-time .....$1.65 per line, per issue

DEADLINE FOR ADVERTISING
Tuesday, 4:30 PM

Boxholders' identity held in strict confidence, and all replies mailed each day as they are received.

Editor & Publisher
850 Third Ave., N. Y., N. Y. 10022
(AC 212) Plaza 2-7050

HELP WANTED

Editorial

COPY EDITOR—This is a copy editing job for a young man not satisfied to just edit copy. You'll have ideas for improving this newspaper and the ability to show others how to attain the high standards you set. This is a growth opportunity for someone with a professional outlook who may be short on experience. Under 40,000 a.m. daily in Chart Area 2. Outstanding locale for a family. Excellent benefits. Box 1332, Editor & Publisher.

SPORTS EDITOR—are you short on experience, but long on desire? We have a place for you. Good pay—good benefits. Contact: Ralph Benton, Managing Editor, The Star-Courier, Kewanee, Illinois 61443.

WRITER/EDITOR
MEDICAL MAGAZINE

Major pharmaceutical firm has excellent opportunity for experienced writer with imagination who is capable of writing and editing medical articles. Creative, challenging assignments, outstanding salary, commensurate with experience, and broad benefit coverage. Requires some scientific or medical background plus proven writing ability. Please state current salary requirement in confidential resumé to:

ROBERT B. TURNBULL
Smith Kline & French Labs.
1568 Spring Garden Street
Philadelphia, Pa. 19101

An Equal Opportunity Employer

WOULD YOU LIKE TO EDIT a community weekly and/or local farm weekly? Want experienced young editor or capable J-grad. Single man preferred as family housing limited. Variety, chance to learn all departments. Eastern Ind. Publishing, Knightstown, Ind., 46148.

24,000 DAILY in city of 60,000 needs aggressive young man who can work as swing man in news, sports and desk work. Opportunity for valuable experience in growing sector of Deep South. Salary open. Contact: John Perkins or Jerry Kerns at The Meridian (Miss.) Star. Ph: (AC 601) 483-4341.

HELP WANTED

Editorial

COPY EDITOR; some writing. Salary open. Send qualifications to John Kochalka, Daily Intelligencer, Doylestown, Pa., 18901.

SPORTS-GENERAL NEWSMAN for second spot on growing, lively feature and picture prize-winning newspaper. College town, full range of sports activities. New building, new offset press and new ideas of what a regional newspaper should be. Centennial issue coming up. Opportunity for experienced man to move up to good pay and position. Job open now. Call or write: Jim Lacy, Managing Editor, Denison Newspapers, Denison, Iowa 51442. Ph: (AC 712) 263-2123.

FLORIDA'S Alcoholism Program needs Editor to become number two man in creative department of five. Degree with major in Journalism or English, or any equivalent combination of experience and training. Starting salary, $6930, liberal fringe benefits. Those interested may write: Don Thieme, Director of Information Services, P.O. Box 1147, Avon Park, Florida 33825.

Free Lance

WANT TO SETTLE somewhere in Europe? I invite inquiries from red-blooded newsmen interested in solid business proposition to write week-end features for client newspapers in 19 countries. Thousands of by-lines past eight years. Contact: Herr Nino Lobello, 23 Turkenschanzstrasse, 1180 Vienna 18, Austria.

CORRESPONDENTS, U.S. and foreign, to file semi-monthly reports on new products and processes. Box 1292, Editor & Publisher.

Miscellaneous

JOB OPPORTUNITIES on Pennsylvania newspapers. For application write: P.N.P.A., 2717 North Front St., Harrisburg, Pa. 17110.

Operators-Machinists

HEAD MACHINIST for newspaper. Eleven machines. Must be union; experienced in Elektron necessary. $160 weekly. Zone 4. Please state full background and experience first letter. Box 1110, Editor & Publisher.

E&P Employment Zone Chart

Use zone number to indicate location without specific identification

HELP WANTED

Operators-Machinists

OPERATOR WANTED, preferably with TTS experience, in a six-machine open shop in North Central Ohio. 44½ hour week. Write Box 1168, Editor & Publisher.

Photoengraving

PHOTOENGRAVING FOREMAN to run small 5-man, well-equipped plant. Non-Union. Excellent compensation. Area 1. Must be top-flight all-around man. Write Box 1204, Editor & Publisher.

Pressmen-Stereotypers

PRESSROOM SUPERINTENDENT
We are looking for a man between age 35 to 45, capable of supervising a metropolitan daily pressroom with morning evening editions in excess of 260,000. Well rounded background with previous supervisory experience essential. Send complete resume to Box 1150, Editor & Publisher.

PRESSMAN - STEREOTYPER: Two situations available on the night shift for combination press-stereo journeyman. Work in a modern air-conditioned plant. Six Goss headliner presses print our 47M morning-evening circulation. Scale: $3.76 per hour, effective Aug. 1, 1967, $.87 per hour; Feb. 1, 1968, $3.98 per hour; Aug. 1, 1968, $4.08 per hour. Company paid life insurance, sick benefits, hospitalization and major medical insurance. Excellent pension plan and liberal vacation. Contact Wilbur Lehman, foreman. Journal and Courier, Lafayette, Indiana 47901.

Printers

COMPOSING ROOM SUPERINTENDENT
Metropolitan daily newspaper, with morning and evening papers, is looking for a qualified composing room supt. Must have previous supervisory experience and be able to coordinate two foremen in running a 200-man, 2-chapel composing room. Cold type, TTS and computer background essential. Age 35 to 45 preferred. Send complete resume to Box 1120, Editor & Publisher.

WE ARE LOOKING FOR a qualified, permanent foreman for a small daily newspaper . . . someone interested in relocating in Northern Wisconsin. An ideal spot for enjoying the pleasures of life . . . hunting, fishing, skiing, and boating. Yes, there is work involved, the man we are looking for would have complete responsibility for all composing departments. Send resume to Box 1170, Editor & Publisher.

WE NEED AGGRESSIVE LEADER for our 100-man composing room operation. Top pay, best of fringe benefits plus big opportunity to move up in our organization. Replies confidential. Write Box 1245, Editor & Publisher.

COMPOSING ROOM SUPERINTENDENT
for medium-size daily in Chart Area 2. Hot metal operation. Union shop. Salary open. Excellent fringe benefits. Send complete resume to Box 1128, Editor & Publisher.

NEED ONE GOOD FLOOR MAN for a thriving weekly. Must be willing to do job work and hard work in general. Good pay. Write: Publisher, Box 29, New Albany, Miss. 38652.

PRINTER OPERATOR
Medium-sized daily. Complete insurance includes $1000 to $5000 life, high weekly benefits accident, sickness; hospital, best rooms up to 120 days, other hospital charges, doctor calls, supplementary accident, major medical. Air-conditioned. Other fringes. $3.15 hour. Write Box 1298, Editor & Publisher.

GENERAL FOREMAN for metropolitan newspaper composing room, Chart Area 2. Experience with computers, tape and photo composition preferred. Send complete resume to Box 1320, Editor & Publisher.

HELP WANTED

Production

ASSISTANT PRODUCTION MANAGER
Metropolitan daily newspaper in Chart Area 2 is seeking an Assistant Production Manager.

The man we're looking for will be able to take over top spot in six months to one year, if necessary.

This is an excellent opportunity for the right man to assume a challenging role with a progressive newspaper that plans extensive computerization in several areas of production.

Send resume in full confidence with salary requirements to Box 1194, Editor & Publisher.

PRODUCTION ENGINEER to join 3-member home office production staff serving six Illinois daily newspapers. Will deal with all levels in all departments of newspapers. Job involves assuming responsibility for staff assignments and successfully completing them.
Prefer newspaper experience in production with two to four years' experience and college degree, or would accept equivalent experience with good mechanical and analytical ability. Age to 35.
Located in Decatur, Illinois—90,000 population. Excellent college community. Good fringe benefit package. Salary depends on your background. Apply in confidence with complete resume and salary requirements to:
H. E. Hay
LINDSAY-SCHAUB NEWSPAPERS
Box 789, Decatur, Illinois 62525

Public Relations

CHICAGO-BASED medical organization seeks man who wants varied writing assignments and an opportunity to polish other public relations skills. Attractive salary and fringe benefits. Send resume, with salary history, to Box 1222, Editor & Publisher.

ONE OF THE NATION'S TOP chemical corporations seeks business news reporter with minimum five years' experience to work in corporate public relations, press relations areas. Box 1262, Editor & Publisher.

EUROPEAN ASSIGNMENT — Major American corporation requires experienced international public relations person to serve European headquarters and coordinate various national programs. Candidate must be fluent in French and German; other languages desirable. Position now open. Send resume with salary history to Box 1300, Editor & Publisher.

DIRECTOR, community relations, in a two-year college upstate New York. Responsible for college publicity, publications and varied PR programs. Excellent fringe benefits. Send resume to Box 1315, Editor & Publisher.

PUBLIC RELATIONS—Work with industry science and higher education in Va's. Chesapeake Bay Country. College graduate with training and/or experience in journalism and public relations. Must be camera-wise and able to deal with newspapermen and the general public. Write: Mr. R. J. Washer, VIMS, Gloucester Point, Virginia 23062.

CORPORATE
PUBLIC RELATIONS/ ADVERTISING
Leading corporation in its industry has immediate opening for individual with strong writing talent for general advertising and public relations responsibilities in its executive headquarters (Evanston, Ill. location). College degree in Journalism, advertising or English. Some writing experience essential. Should have ability to analyze, communicate and implement public relations and advertising programs. Excellent growth opportunity.
Send letter to Mr. R. V. Seaman, Jr.
Vice President, Personnel
AMERICAN HOSPITAL SUPPLY CORP.
1740 Ridge Ave., Evanston, Ill. 60201
An Equal Opportunity Employer

Personnel Available

IN ALL NEWSPAPER DEPARTMENTS AND ALLIED CRAFTS

Academic

PROFESSIONAL JOURNALIST, 12 years' experience, BA., M.S. seeks part-time teaching post in N.Y.C. area with university. Experience includes all field of journalism for leading dailies as well as background as magazine writer, author of books and manager of university p.r. department. Box 1186, Editor & Publisher.

Administrative

PUBLISHER - MANAGER, active, knowledgeable, well known and respected in publishing field, seeks association with a newspaper owner of property grossing million plus—with view to: participation and/or future purchase. Comprehensive Suburban, daily, weekly background. Receptive and flexible to any proposal. Confidential exchange of views welcomed. Prefer West Coast or South. Box 1208, Editor & Publisher.

ADVERTISING/GENERAL MGMT. —Competitive Zone 9 experience all phases paid dailies, weeklies and controlled. Problem-solver, money-maker. Relocate. Box 1228, Editor & Publisher.

NEWSPAPER GENERAL OR BUSINESS MANAGER

Offer years of broad, general background . . . top-notch administration, circulation, promotion, advertising, production procedure; chain experience. Will relocate. Prefer small or medium-size daily. Box 1229, Editor & Publisher.

EXPERIENCED DAILY PUBLISHER Manager letterpress, offset 5M-50M circ. newspapers; familiar with all department union contracts, cost-control, sales promotion. Now assistant publisher 50M daily. Box 1303, Editor & Publisher.

POSITIVE THINKING General Manager; fully qualified in all phases; strong advertising and backshop. Prefer New England. Box 1289, Editor & Publisher.

Circulation

CIRCULATION DIRECTOR

Over 25 years' top-flight circulation responsibility. Operated small to large carrier organizations. Familiar with both insurance and magazine operation. Will relocate. Prefer small- or medium-size daily. Box 1199, Editor & Publisher.

DO YOU NEED AN AGGRESSIVE, competent man to operate or assist in the operation of your Street Sales Department? Over 20 years' experience on metropolitan dailies handling urban and suburban newsboy, newsstand and rack sales. Presently a Street Sales Manager but seeking a challenge. Prefer Zone 9. Box 1257, Editor & Publisher.

MR. PUBLISHER:

Well-versed circulator with established ability seeks challenging position. Dedication and motivation will be combined to show results. Top references. Reasonable notice to present publisher. Box 1266, Editor & Publisher.

CIRCULATION COORDINATOR — I put my emphasis on methods that will build sound circulation. Ambitious about my work and decisive about my direction, my program will determine protection and profit to your property. Box 1326, Editor & Publisher.

EXPERIENCED CM—all phases. In early 30's with 15 years' experience (5 years' management) on both small and large dailies. Aggressive and willing to meet challenge of strong competition. Resume and references available. Write Box 1283, Editor & Publisher.

CIRCULATION MANAGER wishes to relocate. Experienced ABC, "Little Merchant," promotion, motor routes, good home delivery service. Prefer Zones 7, 5, 4. $120 a week. Box 1297, Editor & Publisher.

Circulation

ASSISTANT CM of medium-sized daily Zone 5 seeks position as circulation manager; 8 years' experience. Will relocate elsewhere for right opportunity. Box 1304, Editor & Publisher.

Classified Advertising

PHONE ROOM SUPERVISOR, young 40's, thoroughly experienced all phases highly competitive areas. Top references. Prefer Zones 1, 2 or 9. Box 1327, Editor & Publisher.

Display Advertising

ADVERTISING MANAGEMENT

Write today for a resumé outlining a very unique newspaper background. 17 years' sales experience in retail, national and classified; 4 years advertising director of 25M and 100M papers in competitive situations. College. Available now! Box 1261, Editor & Publisher.

AD SALESMAN-MANAGER on small Midwest daily seeking better opportunity. Now earning $7,200. Write Box 1286, Editor & Publisher.

Editorial

COPY EDITOR, 35, top man on top metro with solid rewrite background. Degrees. Now $11,000-a-year. Fast, thorough, eager. Must move out of rut and ahead. Want challenge, mobility. Can write clearly, edit sharply. Box 1161, Editor & Publisher.

SPORTS EDITOR

Now stymied on desk of 100M daily. Thoroughly experienced; covered Big-Ten sports, pro baseball, hockey . . . the works! Excellent references, resume on request. Will relocate anywhere. Box 1171, Editor & Publisher.

NEW YORK CORRESPONDENT, covering all facets of the city, from women's news to politics to general features to a weekly column. Available on a stringing or retainer basis. More than a decade experience covering the city for top N.Y. daily. UN accredited. Prize-winning journalist. Would be an asset to any paper. Box 1169, Editor & Publisher.

EDITORIAL WRITER with an MA in economics and political experience is looking for a slot on a liberal Republican page. Box 1233, Editor & Publisher.

FEATURE WRITER-PHOTOGRAPHER seeks position in northwest, west, or Alaska. 15 years' experience, all phases; J-grad; Missouri J-School Graduate Assistant. Employed in midwest. Box 1219, Editor & Publisher.

REPORTER-EDITOR-FEATURE WRITER

Midwesterner, woman, 59, with 33 awards since 1957, interested in administration; would relocate other sections. Box 1224, Editor & Publisher.

NEWSMAN with 3 years' daily experience, 3 years' news service experience; now manager of news service bureau in medium city. Desires change. Wants city editorship or assistant city editorship on medium daily in Zones 3 or 4. Resume furnished upon request. Box 1216, Editor & Publisher.

DESKMAN, 41; experienced wire, Page One makeup. Strong on local. Rim, slot experience. Allan R. Wegemer, Cameron Hotel, 9th & Washington, Brownsville, Texas 78520. Ph: (512) Lincoln 2-3551.

EDITOR—News, features. Mature family man; civic interests. Now employed. Seeks post with solid weekly, small daily in Zone 1 or 2. Top references. Resumé. Box 1253, Editor & Publisher.

ENERGETIC, EXPERIENCED young editor seeks position on daily in New England or Pacific Northwest. Has run small dailies, from top to bottom. Prize-winner. Liberal. Box 1251, Editor & Publisher.

YOUNG WOMAN with English degree plus journalism training wants newspaper experience. Available immediately, any location. Box 1267, Editor & Publisher.

Editorial

DESK MAN, 15 years' experience, including wire, slot, layout, makeup. Zone 2. Box 1316, Editor & Publisher.

AWARD-WINNING reporter-editor-administrator seeks challenging job on medium daily. Prefer midwest city attractive for growing family; $195. Box 1249, Editor & Publisher.

EXPERIENCED feature, rewriteman on big, moribund daily seeks ful-filling post in Zone 1, N.Y.C. area. Box 1263, Editor & Publisher.

ARMY CAPTAIN—Press and radio-television officer; available in September. BS, Journalism; M.S., Public Relations. Age 26. Desires stimulating writing or public relations position. Box 1268, Editor & Publisher.

METICULOUS CRAFTSMAN, expert editing, tightening, diction, grammar, heads. Fast, too. With metropolitan paper editing 16 columns nightly, mostly erratic suburban copy, plus 30-40 heads. Leaving voluntarily. Vigorous 66, never off ill a day. Retire? Like a ball player, I enjoy my work. No bankruptcy sale. Will fly for tryout, my expense. Box 1328, Editor & Publisher.

SPANISH NEWSPAPERMAN skilled in all phases of daily editorial room operation and direction seeks to relocate. Excellent English - to - Spanish translator; single, 28, references from American publishers. Available immediately. Box 1287, Editor & Publisher.

EDITOR—18 years' business magazine feature writing, layout, photo editing, news staff supervision. Now working slot and rim on metro morning paper. Desire post at decision-making level, magazine or newspaper. Salary $14,000 up. Box 1291, Editor & Publisher.

NEWS EDITOR, 23, J-grad on 11,000 daily. Prefer reporting, but can work desk; know wire, photography and layout. Presently employed. References. resume available on request. Willing to relocate anywhere. Box 1301, Editor & Publisher.

SPORTS EDITOR

Young (24) and energetic, successful but frustrated, in high school rut. Must relocate with chance for college, pro coverage. Prefer dayside in Zone 1, 2. Box 1281, Editor & Publisher.

EDITOR—Weekly or small daily. 16 years' all-around newsroom experience. Zone 2. Box 1293, Editor & Publisher.

WRITER OF GENIUS CALIBRE wishes editorial position. Minimum salary: $110. Manuscript available through agent; author; 26 years old; B.A., M.A., Columbia University; experience as professional photographer. New York area. Box 1323, Editor & Publisher.

MANAGING EDITOR of 8,600 circ. daily wants equivalent duties on larger paper in Chart Area 2. Box 1324, Editor & Publisher.

I'LL TAKE LESS MONEY to escape the big-city rat race. Hardworking editor-writer, 41, earning $18,000 at major publisher, will trade dollars for small-town civility. Magazine, book, newspaper, ad agency background equips me for responsible role. Box 1309, Editor & Publisher.

EXPERIENCED, 17 YEARS—Reporter, city editor; makeup, editing. Age 37. Box 1314, Editor & Publisher.

YOUNG NEWSMAN with fine 160,000 daily seeks position with the finest. Box 1318, Editor Publisher.

COPY EDITOR on a top-10 paper—M.A., J-School, experienced — seeks change. Box 1307, Editor & Publisher.

Free Lance

LOOKING FOR A TOP WRITER?

PRIZE-WINNING NEWSMAN with 12 years' experience is available in New York to do features on every subject, including a weekly column, covering the pop, political, UN and theater scene. Could be arranged on a piece or retainer or stringing basis. Previous articles speak for themselves; photos also taken. What you need, I can supply. Box 1158, Editor & Publisher.

WASH. D.C. ATTORNEY - WRITER available for Legislative analysis, coverage Federal agencies and courts. Box 1223, Editor & Publisher.

Free Lance

EMPLOYED WRITER-EDITOR available free-lance for planning and/or writing, editing, rewriting books, booklets, articles, speeches, PR and publicity campaigns; would also consider promising opening for publications/PR director. Wide experience. Resumé etc., on request. Box 1271, Editor & Publisher.

VETERAN CORRESPONDENT back from Middle East with fresh reports. May return there. Box 1246, Editor & Publisher.

JAPANESE CORRESPONDENT—Features, assignments, photos; 10 years' newspaper experience. Cover politics, sports, human interest, economics. Box 1306, Editor & Publisher.

CANADIAN CORRESPONDENT — Keep up with the Northern neighbor. Ottawa-based, 5 years. In-depth, spot, or feature. Area exclusivity; photos also. Low rates. Box 1317, Editor & Publisher.

Photography

PHOTOJOURNALIST (or photographer if you prefer) would like to work for a university that cares about its image. P.R., news, industrial background. Please—only quality operations considered. Box 1319, Editor & Publisher.

Printers

COMPOSING SUPERINTENDENT

Experienced morning and evening newspapers, union and non-union, hot type and photo-comp. offset and letterpress, TTS-computers. Available soon. Box 1277, Editor & Publisher.

Production

PRODUCTION MANAGER MECHANICAL SUPERINTENDENT

Age 45, twenty-eight years' experience. Computerized hot or cold (Photon) typesetting. Production minded. Box 1259, Editor & Publisher.

PRODUCTION MANAGER OR ASSISTANT

Experienced administrator and organizer; expert production control, work flow, technical development, all new processes, engineering and research, cost-control. University and tech., over 30 years newspaper and publication plants. Box 1274, Editor & Publisher.

COMPOSING ROOM SUPERINTENDENT

Production Manager, Graphic Arts Sales. Three large letterpress-offset conversions—consultant for others. Experienced: photo-typesetting, camera, design, personnel training. Five years' hot metal. Seeking large operation, sales or consultant position. Resume. Box 1296, Editor & Publisher.

Public Relations

INDUSTRIAL WRITER, 29, medical, chemical, etc., multilingual, 6 years' experience. Seeks challenge. Box 1167, Editor & Publisher.

PART-TIME—NEW YORK AREA

Ideas? Speeches? What do you need? Working newspaperman, metro area daily. Some time to spare. Sharp skills, broad background, sound judgment, mature. Operated own PR firm in past years in nation's capital. Box 1270, Editor & Publisher.

10 YEARS' AT K.C. STAR plus several years in public relations represent background of outstanding writer, top photographer, public speaker who seeks new opportunity. Prefer Florida or Zone 6 daily—magazine or corporation PR. Any locale considered. Box 1280, Editor & Publisher.

Shop Talk at Thirty

By Robert U. Brown

NLRB Report

An NLRB compilation of the results of certification and decertification elections covering all industry may not be significant but is certainly interesting in respect to workers' attitudes toward union membership.

The 31st annual report of NLRB for the fiscal year ended June 30, 1966, reveals:

In 1966 elections for certification of a bargaining agent, 525,061 employes cast valid ballots, or 87% of the 582,212 who were eligible to vote. Of the eligibles, 306,895, or 53%, voted for union representation; 47% voted against union representation.

Unions were certified to represent 334,958 employes, 57% of those eligible to vote.

Decertification elections, in which employes decided whether to retain bargaining agents, increased to 221 in 1966, an 11% gain over the 200 in 1965.

In 1966, unions won 64 decertification elections but lost 157, contrasted with 72 won and 128 lost in 1965. In other comparisons, unions in 1966 retained the right of representation of 4,449 employes in the decertification elections won, but lost the right of representation of 6,061 employes in the elections lost. This reversed the experience of 1965 in which right of representation by unions was continued for 7,847 employes in elections won, and loss of representation of 4,718 employes in elections lost.

"A continuing aspect of decertification elections is that unions have more success in retaining bargaining rights in larger employe units than in smaller ones. In 1966 decertification elections, unions won in units averaging 70 employes, they lost in units averaging 39 employes. In 1965 decertification elections won by unions, the average unit had 109 employes, the average was 37 in elections lost," the report stated.

* * *

An unusual letter comes to our attention. An editor tells his Congressman he is unwilling to respond to requests that he join others in protesting postal rate increases. Ted Sprague, editor of "The Gypsum Drywall Industry Newsmagazine," a controlled-circulation association publication in Chicago, wrote:

"I have been asked by several organizations to write to Congressmen in protest against Rep. Kenneth Heckler's proposed amendment to increase third-class postage rates. The considered opinion of an honest committee, with all the facts at its disposal, will satisfy me. If it should make the conduct of my business more costly, I shall find a way to meet the problem. That is my job, my responsibility. That is how all Management is justified.

"I do not want an unfair advantage.

"To elect a representative and then do his voting for him does not seem to me to be fair to him. The current practice of writing letters to Congressmen upon every issue, removes his representative function — reduces it to that of a statistical clerk, a punch-card sorting machine.

"I do not believe it is yet time to replace human representation with that new form of Athenian Democracy—the universal sufferage poll computer. Do you?

"Justify your constituent's faith in your judgment, your statesmanship, your existence. Vote as you believe best for us all, on this and all other issues. That is your responsibility.

"I refuse to underwrite your risk.

"And I shall judge your fitness as a representative by your voting record—by the way you have resisted the minority pressures of any vested interest—including bureaucracy's.

"It is time Congress regained the respect of its constituents."

•

OANA Adds Three

TOKYO

The Organization of Asian News Agencies ended a three-day meeting (July 26) by electing a president and accepting three additional agencies as members. Shintaro Fukushina, president of Japan's Kyodo News Service, was elected president succeeding K. S. Ramachandran, general manager, Press Trust of India. Admitted as new members were South Vietnam's Vietnam Press, South Korea's Hapdong News Agency and the United News of India. The new members increased OANA membership to 11.

Agency Plan

(*Continued from page* 53)

demn Columbus forever to an unfavorable situation."

"Instead of passing S-1312," he said, "I hope someone will take a long-hard look at that secret contract."

Chairman Hart said he would ask the newspapers to supply the committee with a copy of the contract.

Aimed at Special Interests

Professor Rivers, an associate professor of Communications at Stanford University, told the subcommittee he was appearing as a witness for the International Typographical Union, but that his "position on this bill and my remarks are my own." He was opposed to the bill and said it was "ironic that newspapers denounce special interests and then seek special protections for their own."

The professor complained that the American Newspapers Publishers Association had refused to cooperate with him in "meaningful research into the economics of the press" which would involve "a study designed to analyze cost factors and recommend adjustments to help failing newspapers." The ANPA response to his request, and similar requests of other researchers, could be summarized, he said as "why don't you people quit bothering us?" He added that "all we wanted from the American Newspaper Publishers Association was the newspapers' stock in trade, information."

'Open the Doors'

Among myths that had grown out of the "dank atmosphere of secrecy" that envelopes newspapers, he said, were that television is killing newspapers and unions are killing newspapers. Television, he declared, was a distant second in the competition for advertising dollars and the newspapers were not being "whipsawed by union demands." His conclusion was that "the press must open some of its secret doors so that researchers who have no vested interest in the results can determine exactly what newspapers can and should do."

•

In Movie Publicity

S. Richard (Dick) Brooks, a former E&P staff reporter, has been appointed national publicity director at 20th Century-Fox. He had previously worked at Paramount Pictures and Seven Arts Productions.

Interns Average $84.50 Per Week

LAWRENCE, Kans.

Summer interns in journalism from the University of Kansas are earning an average of $84.50 weekly. Fifty-two students from the William Allen White School of Journalism at K.U. are employed as interns in the mass media this summer, and 42 of those responded to a salary questionnaire. Thirteen of the 42 are earning $100 or more a week, and 18 more are paid between $75 and $100. Three students making $125 weekly top the pay scale; one at $40 is at the bottom. Twenty-four of the interns are working on news staffs of newspapers for an average of $84.10.

Commissions and Mileage

Twelve newspapers advertising interns are earning an average of $80.50 weekly, including one student who is working on a $50 weekly salary plus commission. Several of the newspaper advertising interns also reported they receive mileage allowances.

Six of the 42 are drawing an average of $94.10 for their jobs in company advertising and public relations, magazines, radio-television, and research.

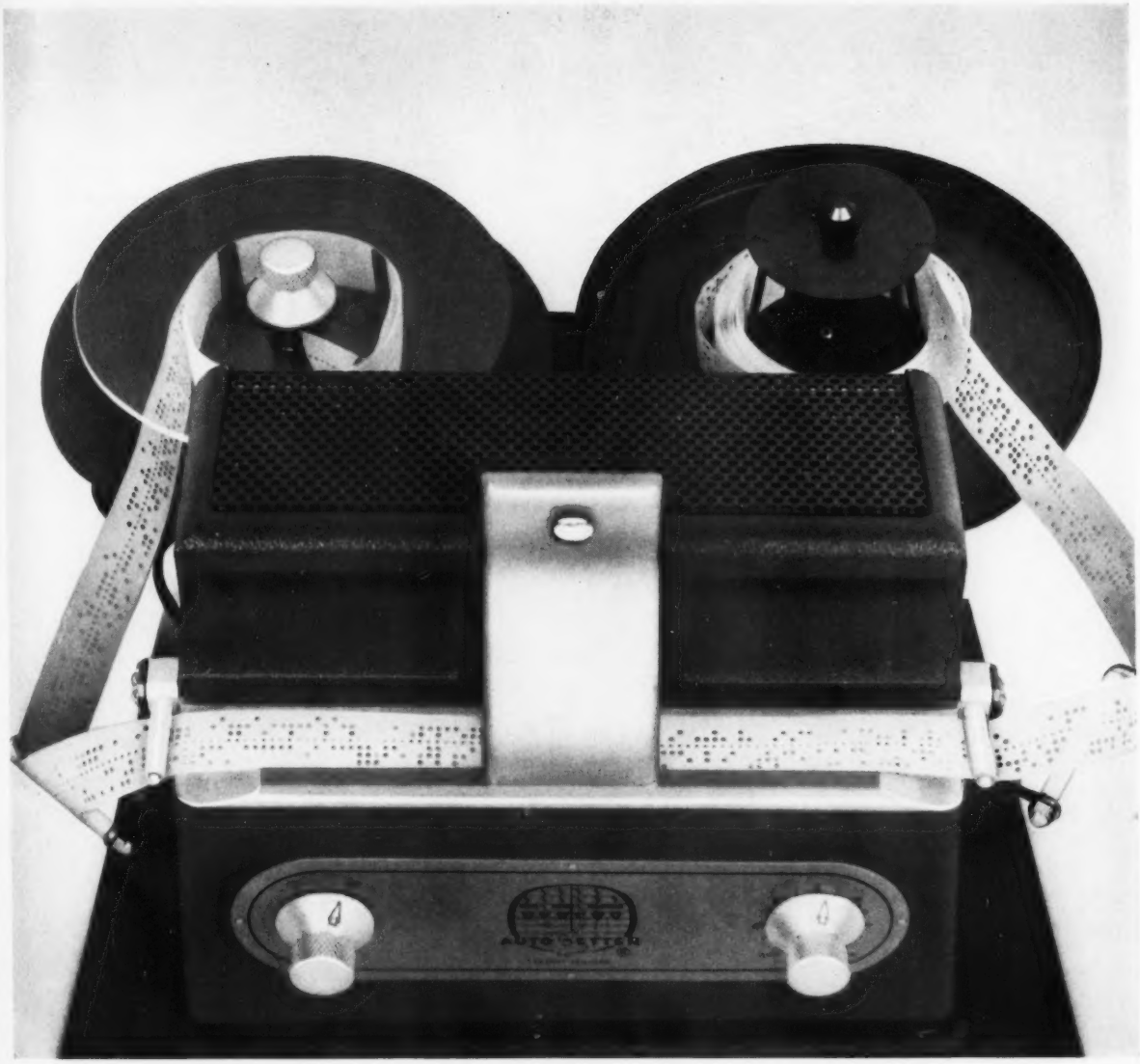
A knowing eye for antiques has built her a stunning collection of silver boxes. But Washington women are captivated by her view of things new. Currently, by her vivid accounts of the shape of things to come in the fashion houses of Paris.

Her byline: Eleni.

Her job: Fashion editor of The Washington Star.

Another reason influential Washington reads The Evening and Sunday Star.

The Washington Star



High I. Q.

All Star AutoSetters have a high I. Q. With them it's think, think, think all the time. AutoSetters make thousands of decisions every operating hour to eliminate stoppages before they can happen.

For instance, they detect and act on double characters, such as two t's in better. The first matrix is released immediately; then without tape command the AutoSetter pauses briefly until the second mat can escape from the magazine.

Now, a new production-improver is available as an optional extra. It is the Tape Miser, which constantly watches for time-wasting rubouts in the tape. As soon as a rubout is detected, the AutoSetter tape feed accelerates to maximum speed. It disposes of a full line of rubouts in little more than a second, then reverts to normal speed for straight matter.

The electronic I. Q. of the Star AutoSetter can help your composing room to smoother production. Write for details today.

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Today the U.N. Tomorrow— The Next Crisis

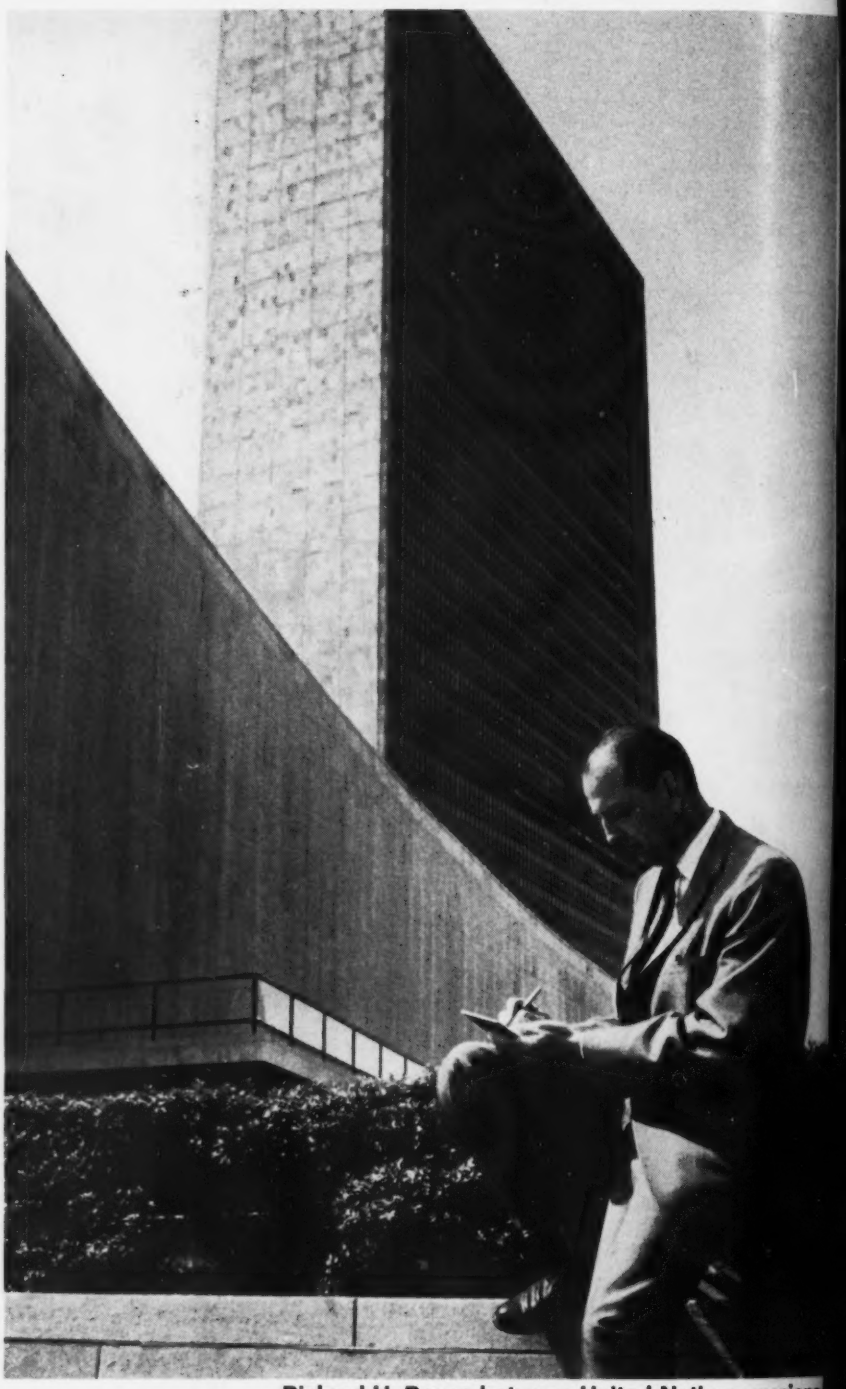
Richard H. Boyce is Scripps-Howard's State Department correspondent, also one of our most traveled. For six years he has roamed the world, once losing 14 pounds to 120-degree temperatures while covering the famine in India.

For the past eight weeks his assignment has been the United Nations—reporting for Scripps-Howard readers the diplomatic maneuvering in the General Assembly and Security Council over the Arab-Israeli war. For this he was well backgrounded, having spent a portion of last year in the Mideast, his second tour there.

It is this exposure firsthand to the world's trouble spots—including South America, Africa, and a half-dozen Communist bloc countries—that gives him insight into the international situation.

On assignment he draws a bead on the top man—and sees him—evidenced by interviews with Ian Smith, premier of Rhodesia; Kenneth Kaunda, president of Zambia; King Hassan of Morocco; the now-deposed president of Algeria, Ahmed ben Bella; and Tunisian president Bourguiba, to name a few.

Richard Boyce launched his career on midwest and southwest dailies. He's been a reporter, city editor, and assistant managing editor. The role he likes best is reporter, especially when his beat involves global matters.



Richard H. Boyce between United Nations sessions

SCRIPPS-HOWARD NEWSPAPERS

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EL PASO HERALD-POST • EVANSVILLE PRESS • MEMPHIS COMMERCIAL APPEAL • CLEVELAND PRESS • COLUMBUS CITIZEN-JOURNAL
DENVER ROCKY MOUNTAIN NEWS • KNOXVILLE NEWS-SENTINEL • MEMPHIS PRESS-SCIMITAR • KENTUCKY POST & TIMES-STAR
HOLLYWOOD (FLA.) SUN.-TATTLER • THE STUART (FLA.) NEWS • FORT WORTH PRESS

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JULY 29, 1967
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Editor & Publisher

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SYNDICATE DIRECTORY

THE BEST COLUMNS

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Famous world-traveling journalist analyzes national and international events (3 a week)

INEZ ROBB
Brilliant writer views the world's waggings with womanly wit and wisdom (3 a week)

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Washington's ablest newswoman digs out the facts behind political headlines (3 a week)

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Liveliest, sprightliest, most-effervescent story-teller to come along in years (5 a week)

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Noted political reporter and Pulitzer Prize winner clarifies Washington news (3 a week)

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Carmichael

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The Giants

COMIC STRIPS
Little Pedro
Moco

EDITORIAL CARTOONS
Lou Grant
Hugh Haynie
Interlandi
Pat Oliphant (1966 Pulitzer Prize Winner)
Corky Trinidad
First Call with Ben Wicks

ENTERTAINMENT COLUMNS
Viewing TV with Hal Humphrey
Shows to Watch

HEALTH COLUMNS
Food and Your Health
by Fredrick J. Stare, M.D.
Medical Memos
by H. L. Herschensohn, M.D.

HUMOR COLUMNS
Art Buchwald

OPINION COLUMNS
Joseph Alsop
Barry Goldwater
Robert M. Hutchins
Max Lerner
Walter Lippmann
Raymond Moley
Max Rafferty

PATTERN SERVICES
Lois Holmes (Knitting)

PUBLIC OPINION POLL
The Harris Survey

SCIENCE
Profiles in Science
Stars Above

SPORTS COLUMNS
Jim Murray

WOMEN'S PAGE COLUMNS
Hollywood Beauty by Lydia Lane
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Teen Talk by Susan

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VICTOR RIESEL — Inside Labor
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ELEANOR LAMBERT — The Fashion Authority
WILLIAM PAHLMANN — Mr. Interior Design
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BETTY BEALE — Washington—Socially
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"ANDY CAPP" "POGO" "JASPER"
"DENNIS THE MENACE" "MARK TRAIL"
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WOMEN'S PAGES

Food • Fashion • Health • Patterns

AUSTINE LA MAR HIGH FASHION PATTERNS are for newspapers which take pride in their pattern features. They are created by famous high-fashion pattern designers who know coming trends. They produce maximum returns from readers. Orders are serviced the day they arrive. Released for once-a-week use with photographs or mats of art. Send for details, including our profit-sharing plan, without obligation.

MARTHA MADISON DAILY NEEDLEWORK is rich with new ideas for women who like to create. MARTHA MADISON continues to give readers more for their money than any competing service. Released in compact, space-saving size, six times a week, with mats and glossy proofs.

IRIS LANE DAILY DRESS PATTERNS, like AUSTINE LA MAR and MARTHA MADISON, are produced exclusively for newspapers at prices below all competition. Orders are filled the day they arrive. We believe that fresh, inviting designs, fast service and realistic prices account for these patterns continuing to reach new sales peaks, year after year. IRIS LANE is released for six-times-a-week use with mats and glossy proofs of illustrations.

A WORLD OF STYLE—Does your newspaper have a fashion column written from "inside fashion" by a model and cover girl? There's only one. It is the perceptive and informative week-end column, A WORLD OF STYLE, by leading model Gerta Grudel. Here, in less than 500 words each week, illustrated with exclusive glossy photographs, Gerta presents the kind of complete fashion and beauty coverage previously unavailable to newspapers. As a model, she knows the newest in designs and styles long before they "break" in regular news channels. As a housewife and mother in addition to her modeling career, she is able to translate her knowledge into practical terms for women everywhere.

BE SMART—Gives readers coming style trends, the chic and the fashionable, clever ideas and original beauty hints. It's a sparkling, space-saving 1-column feature for women the world over. Small wonder so many women find BE SMART fashion ideas appealing and "must" reading to keep them up to date. Completely matted, with art by Kubal and about 50 words of concise copy. The perfect feature to enhance women's pages with great economy of space. Six times a week.

DOTTIE DECORATES—If home decorating is a week-end affair in your newspaper, DOTTIE DECORATES combines the best of all new ideas for do-it-yourself decorating. Produced by Dottie and Harry Brown, DOTTIE DECORATES offers a minimum of three major decorating ideas each week. It is fully matted and perfect for complete decorating coverage on week-end women's pages. Adaptable for 2- or 3-column make up.

YOUR HOME—This is the newest and most original column on the subject of home furnishings. Written by Lu Albrecht, whose Decorating I.Q. stems from years of experience. YOUR HOME covers every facet of the home furnishings and design field. Daily, 250 words five times a week; Sunday or week-end, 500 words with attractive art. Also available in combination.

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THRIFTY NIFTY—Helpful household hints six times a week on how to save time, money and effort. Delightfully illustrated with both art and brief text fully matted in one-column format. THRIFTY NIFTY is the space-age answer to hundreds of housewifely problems. Package cooking, time-saving gadgets, care of modern fabrics, hints for entertaining are all part of the THRIFTY NIFTY approach. Produced by Helen Robertson, former home economics editor of the Cleveland Plain Dealer, with art by Mary Dunn.

FAMILY COUNCIL—When people have problems, *real* problems, they want the sound, authoritative advice and solutions available only in FAMILY COUNCIL. This daily column is unique in that it treats the myriad dilemmas faced by individuals responsibly and impartially, without the facetious and often misleading advice found in most so-called advice columns. Both sides of each problem are presented, and the findings of a group of authorities are condensed into a concise, solid statement by FAMILY COUNCIL editor Sarah Stevens.

CHILD CARE—A column written especially for parents about the many problems of children that have assumed increasing importance. The American Pediatric Society acknowledges that there is a current need for thousands more of trained pediatricians. In CHILD CARE, Dr. William G. Crook deals exclusively with the daily health problems and development of infants and children. He provides professional advice many parents cannot get elsewhere. As one of the founders of the famed Children's Clinic in Jackson, Tenn., he is exceptionally well qualified to speak authoritatively on every aspect of pediatrics and child care. Each week Dr. Crook receives hundreds of letters from concerned parents, proof of the great and urgent need for a specialized column in this important field. About 400 words, six times a week, in Q & A format.

FOR BETTER HEALTH—If there is one physician who can give newspaper readers complete answers about their general health problems, it is Dr. S. L. Andelman, author of FOR BETTER HEALTH. This distinguished physician is director of the Chicago Board of Health, a member of more than 70 professional organizations and the recipient of many special awards for his outstanding work in health and medical research programs. In about 350 words daily, Dr. Andelman discusses intelligently and clearly the health problems that most concern readers. Each topic is covered thoroughly, with a balanced treatment of all subjects, from specific ailments to the newest drugs and medicines.

THE FAMILY PURSE—Money and its management is a source of worry to every head of household and family member. Stretching dollars, budgeting expenses and finding bargains is made easier for readers of THE FAMILY PURSE. This unusual column provides helpful information on family financial matters and is an outstanding addition to women's pages or other special feature sections. Written by two experienced consumer authorities, Lois and Jim Hunter, for week-end publication.

THE FAST GOURMET—World famous food authority Poppy Cannon is *the* hostess among women who want to take the work out of meal preparation, but leave the flavor in. Her column includes menus and short cuts in cooking that have special appeal for women on the go. It provides gourmet-quality meals in minutes. Poppy Cannon is *the* pioneer in fast food preparation. She is the author of eight best-selling cookbooks, the food editor of Ladies Home Journal and one of the few U. S. women to be decorated in France as a *Chevalier de Tastevin*. THE FAST GOURMET is perfect for food pages. Three columns weekly.

THE SKILLET CLUB—"Uncle Frank" Kohler has just celebrated his 15th anniversary as "Chief Skilleteer" of this week-end food feature. Although produced as a food column for the millions of men who like to ply their culinary skills in the kitchen, women (and food advertisers) read it, too. Not the least of SKILLET CLUB's popularity stems from the easy-to-follow, taste-tested recipes using ingredients readily available in local stores. Each column is illustrated and serviced with matted art.

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The 42nd Annual Syndicate Directory

PROUDLY, EDITOR & PUBLISHER presents for the 42nd consecutive year, the E&P SYNDICATE DIRECTORY . . . . a working manual and directory that lists all of the material that is available on a syndicated basis for the use of newspapers, together with details about where it is available, sizes, subjects or classifications, authors, etc.

Newspaper publishers and editors know that top selection of syndicated features helps build circulation and readership. Choosing the appropriate features for a newspaper's readers is a big task, but you will find it easier when you use this E&P Syndicate Directory, for it includes the complete information about all of the features available.

This Syndicate Directory is arranged in four sections:

1. Names, addresses and telephone numbers with listings of the responsible officers to contact, together with a complete listing of the feature material that each syndicate offers for your use.

2. Classifications—Grouping various columns, cartoons and articles according to subject interest groups, such as Beauty, Children, Columns, Editorial Cartoons, Comic Strips, Fiction, Comic Panels, Puzzles & Games, Feature Articles, Patterns, etc.

3. Titles of features—An alphabetical listing of all featured material arranged by titles of the features. Easy to locate any feature if you know the name of it!

4. Author's Bylines—Lists alphabetically by name of each author, and shows the titles of the columns, cartoons or features that each offers. If you know the author's name, you can locate material very quickly in this section.

All of these listings show:

- How often each feature is available per week.

- Size of the feature (number of words, columns, measurements of cartoons or illustrations).

- Manner in which it is furnished (mimeographed, manuscript, offset reproduction proofs, mats, on tape, etc.).

- Illustrations, if the feature is illustrated.

- Classifications by the subjects are shown for each feature, viz. Astrology, Automotive, Boating, Books, Fashions, Food, etc.

While E&P records indicate syndicates listed in this Directory are actually engaged in the business of syndication to newspapers, E&P cannot accept the responsibility for either their financial arrangements or credit standing.

The editors of the 1967 Syndicate Directory have made every effort to give subscribers the data and information needed to select syndicated material for your newspapers.

Robert U. Brown

President and Publisher

INDEX

List of Syndicates (Page 12) • Feature Classifications (Page 44) • Features by Title (Page 59) • Authors' Bylines (Page 66)

EXPLANATION OF KEY LETTERS AND NUMBERS

How often Feature is supplied

Annually ..... an
Daily ..... d
Sunday ..... S
Contract ..... cont
Daily & Sunday ..... dS
Daily except Saturday ..... dexSat
Daily except Sunday ..... dexS
Every other day ..... eod
Every other Sunday ..... eoS
Every other month ..... eom
Five Times weekly 5tw
Three times per month 3tm
Occasionally ..... occ
Fortnightly ..... fn
Individual ..... ind
Monthly ..... m
Quarterly ..... qt
Seasonal ..... sea
Semi-monthly ..... sm
Semi-weekly ..... sw
Six times a year 6ty
Tri-weekly ..... tw
Weekly ..... w

Size of Feature

Number of words 500 etc.
Column wide and inches deep 4c5", 7c4", 7c16", etc.
Page (Standard) ..... ps
Page (Tabloid) ..... pt
Half-page (Standard) ..... hps
Half-page (Tabloid) ..... hpt
Half-page (Vertical) ..... hpv
Third-page (Standard) ..... tps
Third-page (Tabloid) ..... tpt
Quarter-page (Standard) ..... qps
Quarter-page (Tabloid) ..... qpt
Quarter-page (Horizontal) ..... qph
Sixth-page (Horizontal) ..... sph
Sixth-page (Vertical) ..... spv
Varies ..... var

How Feature is furnished

Mimeographed ..... mim
Manuscript ..... man
Offset Reproduction Proofs ..... orp
Illustrated ill
Illustrated with glossy Print Photos ..... igp
Illustrated-photos in negative form ..... ing
Mat complete ..... mat
Illustration Only in mat Form ..... ilm
Available on Tape ..... tape
Also available in Spanish*

Classifications (Indicated by "C")

——Art (see 11-Columns)
1—Astrology, Graphology
2—Automotive
3—Aviation
4—Beauty
4A-Boating
5—Books
6—Bridge
7—Business, Financial, Legal
8—Cartoons and Panels (Humorous)
9—Chess-Checkers
10—Children
——Coins (see 38—Stamps, Coins, Medals)
11—Columns
12—Comics (strips and Sunday pages)
——Cultural—Art, Entertainment, Literature, Poetry, Theatre (see 11-Columns)
13—Editorial (text)
14—Editorial Cartoons
——Entertainment (see 11-Columns)
——Farming (see 19—Gardening)
15—Fashions
——Financial (see 7—Business, Financial, Legal)
16—Fiction
17—Fillers, Poetry
18—Food
19—Gardening, Farming
——Graphology (see 1—Astrology)
20—Health
21—History, Politics
——Horoscope (see 1—Astrology)
22—Household, Do It Yourself, House Plans, Interior Decorating
——Legal (see 7—Business, Financial, Legal)
——Literature (see 11-Columns)
23—Maps
——Medals (see 38-Stamps, Coins, Medals)
24—Motion Pictures
25—Music
26—Nature
——Outdoors (see 37—Sports, outdoors)
27—Patterns
27A—Pets
28—Photography (columns on)
——Poetry (see 11-Columns)
——Politics (see 21—History, Politics)
29—Puzzles-Quizzes
30—Radio-Television
31—Religion
32—Research, Polls, Surveys
33—Science
34—Serials
35—Short Stories
36—Special Pages
37—Sports, Outdoors
38—Stamps, Coins, Medals
38A-Teen Age
——Television (see 30—Radio-Television)
39—Travel
40—Veterans
41—Women's Pages

KEY TO SYNDICATE NAME ABBREVIATIONS

AB—Al Block
ACC—ACCN News Service
AD—Adcox Associates, Inc.
ADL—Adler Associates
ADV—Advance News Service, Inc.
AEW—American East-West Features
AF—Allied Feature Syndicate
AFP—Agence, France Presse
ALB—Alburn Bureau
ALR—Alber, David O.
AM—American May Features, Inc.
AMF—Amusement Features Syndicate
AMS—AAA Amustment Syndicate
AND—Anderson Feature Syndicate
AP—Associated Press, The
APN—AP Newsfeatures
AR—Arcadia Feature Syndicate
AS—American Syndicate, The
ASA—Associated Blueprint Co.
ASC—Sidney Ascher Syndicate
AT—Army Times Syndicate
ATF—Atlantic Features & Printing, Inc.
ATH—According To Hoyt
AU—Auto News Syndicate
BAS—Buddy Basch Syndicate
BEL—Belmont Associates
BFS—Better Filler Service
BHS—B. H. Simon
BIS—T. Jerome Bishop
BM—Bell-McClure Syndicate
BNH—Bright New Horizons Studio
BON—Bonner Features Syndicate
BPF—Blackstone Press Features
BPS—BP Singer Features
BRA—Irvine A. Brace
BRF—Bailey R. Frank
BRN—Robert W. Brown
BUR—Ethel Burge
CA—Coleman Advertising Service
CAF—Ray Carr Features
CAR—Cartwright Features
CDN—Chicago Daily News Wire Service
CF—Columbia Features, Inc.
CFF—Curious Facts Features
CHA—Alice and Gerard Chapman
CHR—Chronicle Features Syndicate
CJC—Charles J. Callahan Associates
CKS—C-K Special Features
CL—Charles Lee
CMI—Core-McKane International
CMS—Cullen Moore's Studio
CN—Crux News Service
CNI—Consumer News Inc.
CNS—Copley News Service
COA—N. E. Coan
COI—Coin-Stamp-Medal World
COM—Cartoons-of-the-Month
COO—Cooke & Evans Enterprises
COW—Cowpokes
CP—Central Press Association
CPS—Community Press Service
CQ—Congressional Quarterly Service
CR—Charles Reichblum Syndicate
CRA—Craft Patterns
CRE—Creative Features
CRP—Criswell Predicts
CRU—Joseph G. Crump, Sr.
CS—Christensen Syndicate
CSP—Community and Suburban Press Service
CTN—Chicago Tribune-New York News Syndicate, Inc.
CWF—Canada Wide Features Service, Ltd.
DAI—Daily Trivia Quiz
DCK—Ed Dunckelmann
DDS—Doubleday Syndicate
DEM—Stanley Demos
DET—Detjen Philatelic News Service
DF—Dispatch Features, Inc.
DHJ—Dorothy H. Jenkins News Service, Inc.
DHS—Donen Humor Service
DIC—Dickinson Newspaper Services, Inc.
DIS—Dispatch News Service
DNB—Dominion News Bureau, Ltd.
DOC—Doctors' Syndicate
DPR—Dear Publication & Radio, Inc.
DSR—Dunkel Sports Research Service
DUN—Harriett Dunbar
DWL—Douglas Whiting, Ltd.
EBS—Editorial Board Syndicate
EC—Editor's Copy
ECI—Editor's Choice, Inc.
ECS—Editorial Consultant Service
EDM—Edman Co.
EDR—Editorial Research Reports
EES—Editorial Enterprises Syndicate
EI—The Economist Intelligence Unit American Media Service
EKR—Elinor K Rose
ENG—S. & D. English
EP—Editors Press Service, Inc.
EPS—E.P.S. News Syndicate
EUR—European Book and Arts News
FF—Formath Features
FA—Fairchild Publications
FA—Home Furnishings Syndicate
FA—Women's Wear Daily Syndicate
FJM—Frank Jay Markey Syndicate
FL—Fred Luks
FNS—Foreign News Service
FOR—Fortune Features
FR—William R. Frye
GA—David C. Gardner
GEL—Gelman Feature Syndicate
GEO—George Abraham
GF—Gates Features
GFC—General Features Corp.
GG—Golden Gate Features
GHF—Grandy's Hollywood Features
GHS—Gordon Langley Hall News Service and Syndicate
GJS—GeeJay Service
GLE—Norma Gleason
GLN—Glanzer News Service
GP—Globe Photos, Inc.
GRA—Graphic Features Syndicate & Graphic News Photos
GRE—Arthur S. Green
GS—Globe Syndicate
HAF—Handwriting Analysis Features
HAL—Meg Hale
HAR—Harvard Features Syndicate
HC—Harriet Carlsen Newspaper Syndicate
HEN—Henrikson Illinois Cartoon Service
HF—Handy Filler Service
HHS—Hearst Headline Service
HIS—Hollywood Informer Syndicate
HJS—Harold J. Siesel Co.
HLS—Hall Syndicate, Inc. (See Publishers-Hall Syndicate)
HLW—Hollywood Press Syndicate
HN—Hubbard Newspaper & Mag. Syndicate
HNF—Harrison Newspaper Features
HNS—Howard News Syndicate, Inc.
HOG—HomOgraf
HPS—Hopkins Syndicate, Inc., The
HT—Hobby Times
HTF—Home Town Flavor
HYM—Dick Hyman
ICP—Inez and Cecilia Pedroza
ICS—Intercity News Service
INR—International Religious News Service
INT—Inter American Features
JEB—Joe E. Burresch
JL—Jeffrey Lee Syndicate
JOR—Joanne Jordan
JTA—Jewish Telegraphic Agency, Inc.
KEA—Keister Advertising Service, Inc.
KFS—King Features Syndicate
KI—Kirk Syndicate, The
KK—Kroll Karicature
KPA—Keystone Press Agency, Inc.
KR—Ernie Kreiling
LAT—Los Angeles Times Syndicate
LAV—Patricia Lavin
LAW—Law Familiarization Institute
LED—Ledger Syndicate, Inc.
LIA—Lui Industrial Arts
LO—Sterling Lord Agency, The
LTWP—Los Angeles Times-Washington Post News Service
MAG—Magazine Features Service
MAU—Bobby Maurice Associates
MCN—McNaught Syndicate, Inc.
MEA—C. Stewart Mead
MIL—Miller Services, Ltd.
MIT—Phyllis Mitchell Features
MM—Minute Message
MME—Mel Martin Enterprises
MNS—Morris News Service
MO—Model Music Co.
MOF—Moss Feature Syndicate
MOH—Berta Mohr Fashion Syndicate
MOS—Mort Olshan Sport Features
MP—Magnum Photos, Inc.
MS—Monitor News and Feature Services
NANA—North American Newspaper Alliance, Inc.
NAT—National Urban League
NCR—National Council Religious Features
NCW—National Catholic Welfare Conference
NE—Newsday Specials
NEA—Newspaper Enterprise Association
NEP—National Education Program
NNS—National Newspaper Syndicate, Inc. of America
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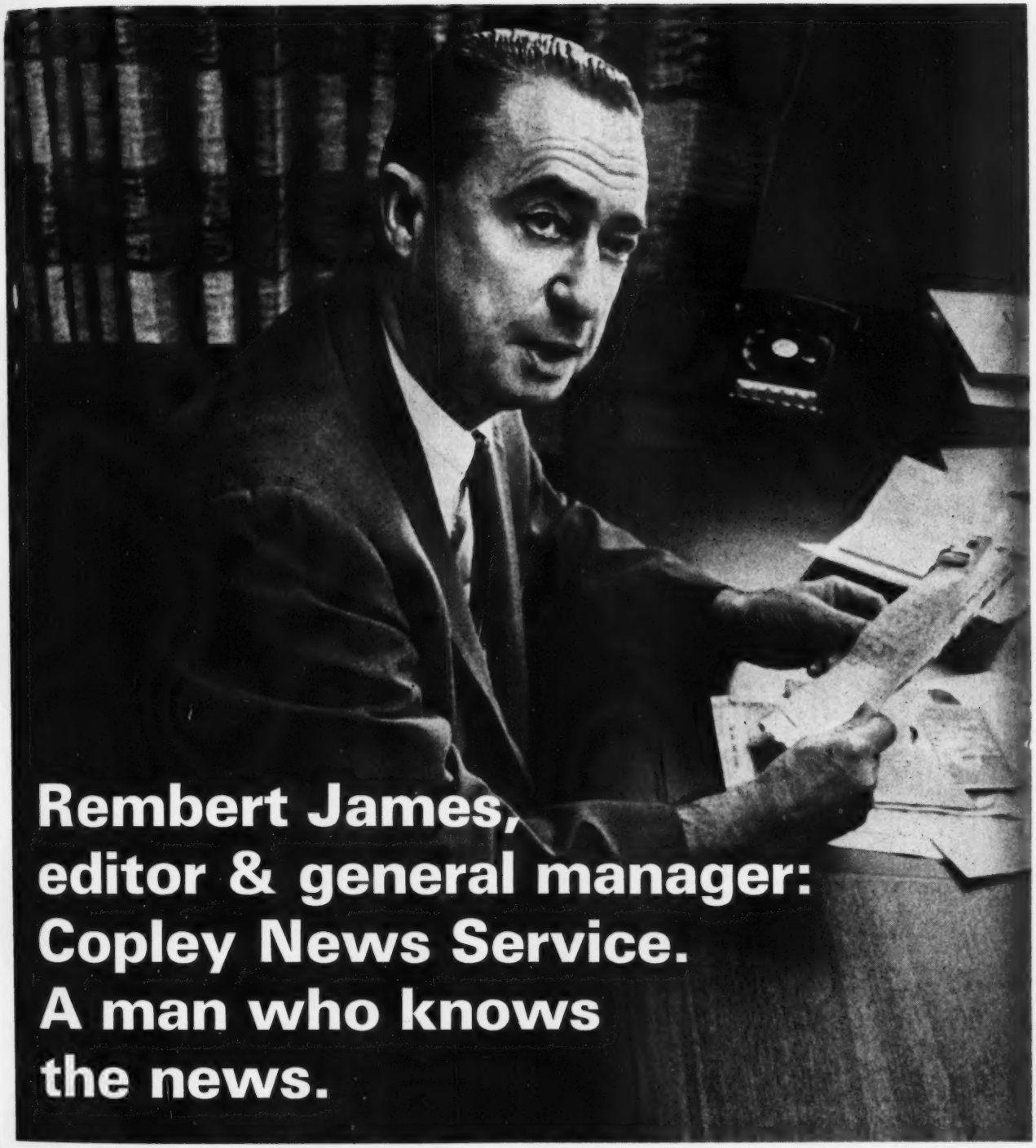

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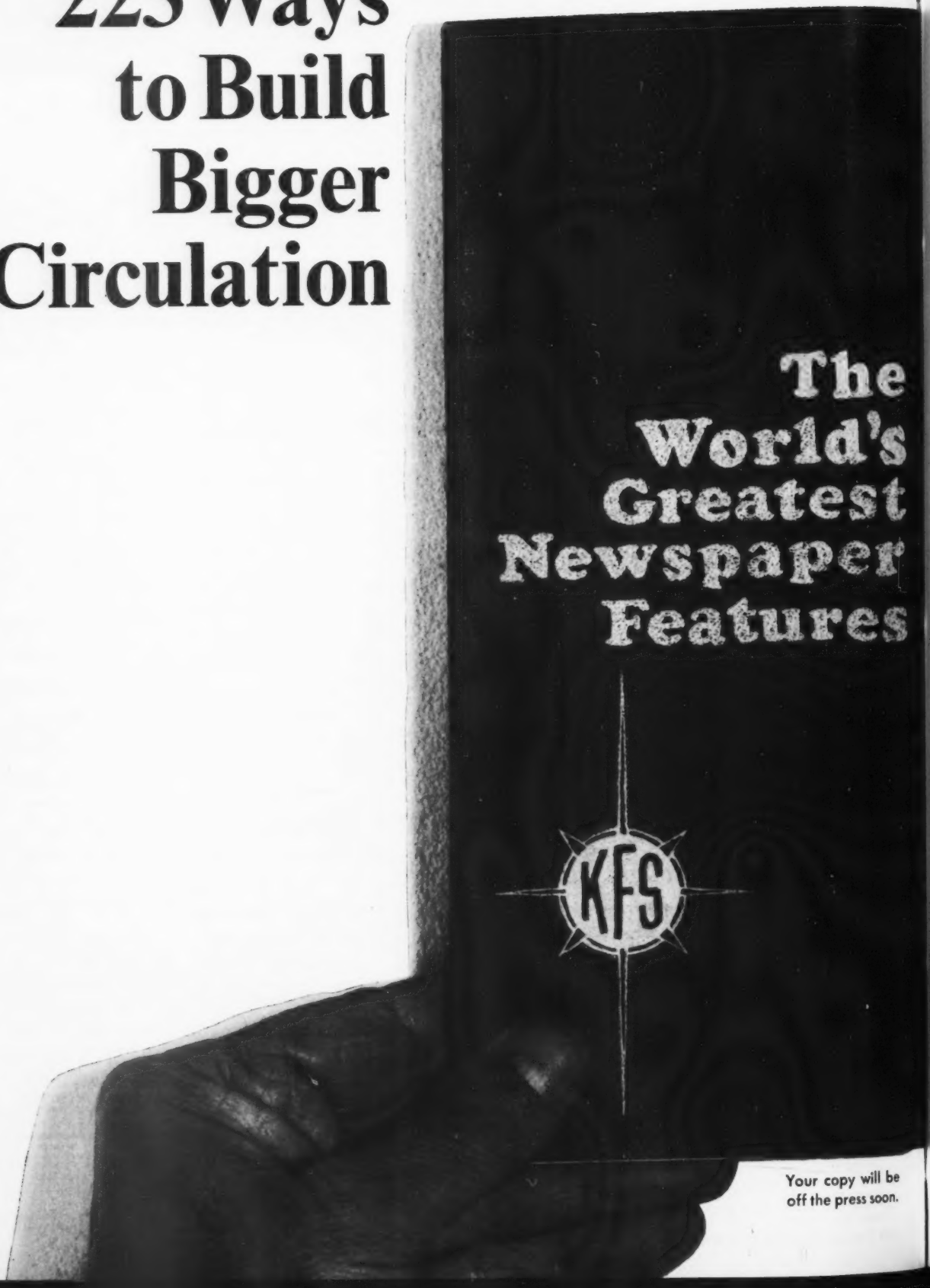

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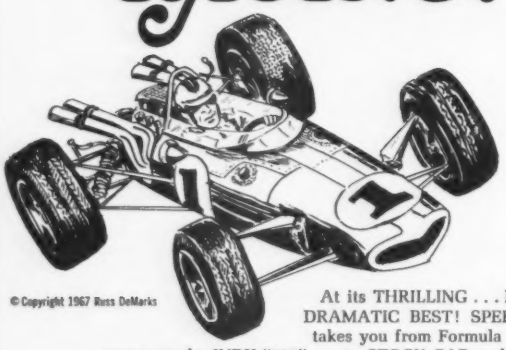

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How To Invest Wisely—w-500-mim—D. H. Fullerton .... TSS
Income Tax Series—an-800-1c25"-man-tape-ill-ilm—Ray De Crane .... NEA-DNB
Inside Mutual Funds—w-m-500—Kenneth R. Spangler .... SPA
Inside The Economy—3tw-600-mim—Joseph R. Slevin .... NE
Insurance Simplified—w-300-mim-Saul Sokol .... DF
Investors' Forum—S-600-mim-tape—Harry C. France .... GFC
Investors' Guide—6tw-mim—Sam Shulsky KFS
It's Your Money—S-3tw-var-mim-tape—Wendell Colton .... GFC
Janeway's View—w-man—Eliot Janeway CTN
Latin America & the World (Newsletter on Business & Economic Affairs)—fn .. FNS
Law Brief, The—d-150-500-man-orp-gal—Martin J. Ross .... LAW
LawBrief For Business, The—d-150-man—Martin J. Ross .... LAW
Live Within Your Income—tw-500-mim—Mary Feeley .... APN
Loeb on Wall Street—w-600-mim—Gerald M. Loeb .... NANA-CWF
Mel Martin Reports—w-1000-var-mim—Mel Martin .... MME
Men & Money—3tw-500-mim .... WBT
Men at Work—6tw-1c2½"-mat—Harry Lui .... LIA
Mind Your Own Business—3tw-600-mim—Pat Murphy .... NE
Money Matters—6tw-1c2½"-mat—Harry Lui .... LIA
More For Your Money—w-750-mim—Lawrence Galton .... WSS
New Products—w-500-man-on AP wires—Ed Morse .... AP
New York Times Averages—5tw-wire—Staff .... NYT
News Charts—1c-2c-3c-mat—Staff .... NEA-DNB
News Service—7tw—Teletype .... PRW
Noticiero Economico—10 stories-fn .... FNS
Over The Counter—S-500-wire—Alexander Harmer .... NYT
Patents—sat-500-wire—Stacey Jones .... NYT
People and Problems—d-150-500-mim—Martin J. Ross .... LAW
Personal Finance—2tw-700-wire—Hy Maidenberg .... NYT
Reader Service—Timely series, booklets on income tax, household, bridge, better grades, financial, recipes, Social Security/Medicare, Veterans' Benefits, patterns, fashion, needlework .... NEA-DNB
Rossant Column—wed-500-wire—M. J. Rossant .... NYT
Speaking of The Law—2tw-2c3¾"-mat-orp—Earle & Jim Harvey .... HLS
Spotlight on Business—d ex S-1c-mat—Morris Katz .... PHS-CWF-MIL
Stock Exchanges—w-800—Philip Greer .... LTWP
Stock of the Week—w-300-mim—Electronic Stock Evaluator Corp. .... AD
Stock Market Graphic Features—dS-3c5"-orp-ill-mat-300-mim—Charles E. Carden STO
Stock Market Roundup—5tw-500-wire—Staff .... NYT
Success Story—w-500-wire—Staff .... UPF
Successful Investing—dexS-200-mim-tape—Roger E. Spear .... GFC
Sunday Stock Market Chart (long term trend)—S-orp-ill-mat-3c5"-300-mim—Charles E. Carden .... STO
The End of Free Enterprise—12 part series-man-mim-Donald I. Rogers .... DDS
The Human Side of Investing—w-600—G. L. Ludcke .... BEL
The Janeway Interview—w-man—Eliot Janeway .... CTN
The Reluctant Taxpayer—3tw-300-mim—William Raby, CPA .... RI
The Retirement Trap—12 part series-man-mim—Leland Cooley .... DDS
The Stock Market—5tw-600—Philip Greer .... LTWP
Ticker Toons—dexS-1c3¾"-mat—Jud Hurd .... UPC
Ticker Topics—w-500-mim—Ed Nassauer .... ICS
Today's Business Mirror—5tw-man-on AP wires—John Cunniff .... AP
Trade Winds—dexS-800-mim-tape—Lou Schneider .... BM
Trade Winds—dS-600-mim—Lou Schneider .... NANA
UPI Financial News Service .... UPI
Wall Street Chatter—5tw-400-wire—Staff UPI
Wall Street Made Easy—12 part series-man-mim—Ellen Williamson .... DDS
Wall Street Perspective—S-500-wire—William D. Laffler .... UPI
Washington Banktrends—w-3,000-mim—Staff .... WBT
Washington Capital News Service—6tw .... UPI
Washington News Features—w-500-mim WBT
Week In Finance—S-500—Thomas Mullaney .... NYT
Weekly Financial—w-500-on AP wires—Ed Morse .... AP
Weekly Grain Review—w-350-man—Edmund DeMoch .... AP
Weekly Metals Review—S-750-on AP wires—Jack Lefler .... AP
When You Need A Lawyer—12-part series-man-mim-ill—Kenneth and Irene Donelson .... DDS
Women's Wear Daily—d-var-ill .... FA
World Business—w-700-man—Norman MacRae, Deputy Editor, The Economist EI
Your Money's Worth—5tw-600-mim-tape—Sylvia Porter .... PHS-CWF
Your Personal Finance—tw-600-2c9"-mim—Carlton Smith, Richard Putnam .... NEA-DNB

8—CARTOONS AND PANELS

A Round A Day—dwS-1c2"-mat—Eugene Craig .... DF
Abe Martin—d-1c2¾"-25-ill-ilm—Staff NNS
Ad Libs—dexS-1c/2c-mat—Jim Whiting and Larry Hurb .... GFC
Adverteasers—3tw-2c5"-mat-orp .... CKS
Alec The Great—dexS-1c4"-mat—Edwina .... WSS
All in Sport—d-1c-2c-mat— Chet Adams CTN
All-Stars—d-1c2⅛"-mat—Al Liederman .... UFS-UPC
Amos the Analyst—dexS-2c5, 1c2½-mat—Mick Stevens .... LE
Amy—d-2c2¾"-mat—Jack Tippitt .... RTS
An Altar Boy Named Speck—w-2c6"-mat—Margaret Ahern .... NCW
Andy Capp—d-3c4"-mat—Reg. Smythe .. MIL
Animal Crackers—m-2c3¾"-mat—orp—various .... COM
Animalogic—d-1c4"-mat-orp—Ed Nofziger .... RI
Arithmedic—m-2c¾"-mat-orp—various .... COM
Art's Gallery—d-2c6"-mat-orp—Art Finley .... CHR
Belvedere—dexS-2c-mat—Nat Greenwood .. AD
Ben Wicks—d-1c4"-mat-orp—Ben Wicks .... LAT-TNS
Berry's World—d-2c4½"-mat; 8-tps-hpt-hpt-mat—Jim Berry .... NEA-DNB
Better Half, The—d-2c2½"-mat; S-pt-hpt-tps-mat—Bob Barnes .... RTS
Between Us Girls—dexS-1c1"-ilm-mat—Ashton Wing .... AF
Biff Buff—6tw-1c4-mat-orp—Kearney Egerton .... RI
Big George—d-2c-ilm; S-pt-hps-tps-mat—Virgil Partch .... PHS-MIL-CWF
Brother Juniper—dexS-2c-ilm—Fred McCarthy & Len Reno PHS-MIL-CWF
Business Daze—dexS-1c-mat—selected from works of 16 artists .... GFC
Candy—w-2c5"-mat—Tom Dorr .... CSP
Cap'n Squid—w-2c12"-mat-orp—Ben Wicks .... TNS
Caricatures—3tw-1c-mat—Robinson .... CTN
Carmichael—d-1c5"-mat-ill—Dave Eastman .... LAT
Carnival—d-2c5¼"; S (plus Mr. Merryweather)-hps-tps-pt-mat—Dick Turner .... NEA-DNB
Carson & Caroline—m-2c3⅜"-mat-orp—Rodney de Sarro .... COM
Cartoon Books—w-book form—Various Authors .... BPS
Cartoon Humor Service—q-36-multi-size-mat—Various Cartoonists .... GF
Cartoon Page—w-var-pt-mat-orp—Staff .... TNS
Cartoons-of-the-Month—m-2c3⅜"-mat-orp—Various .... COM
Channel Chuckles—d-1c3¾"-ilm; S-hps-tps-pt-mat—Bil Keane .... RTS
Cheerful Cherub—d-1c2½"-mat—Rebecca McCann .... MIL-WSS
Ching Chow—d-1c—Will Henry .... CTN
Church Chuckles—w-1c2½"-mat-glossy proof; 2c4½"-mat-glossy proof-optsermonette—Charles Cartwright .... CAR
Church Chuckles—w-2c-mat-glossy proof—Charles Cartwright .... SM
Church Humor—w-2c4"-mat-orp .... CKS
Citizen Sibley—w-2c-var-mat or proof—Dick Ericson .... SM
Citizen Smith—d-2c3½"-mat—Dave Gerard .... RTS
Classified Chuckles—d-2c4"-mat—Morrie Turner .... RTS
Color Comic Sections—S-ps .... ATF
Comedy Corner—w-2c3¼"-ill-ilm.... NEA-DNB

Community Capers—w-2c-3c-mats-glossy proofs—Al Smith ..... SM
Cork Cartoons—w-var-orp—Cork ..... BPS
Country Parson—w-1c-mat-glossy proof—Frank Clark ..... SM
Country Parson, The—d-1c3"-ilm—Frank Clark ..... RTS-KEL
Cow Pokes—w-2c4-3c6-mat or orp—Ace Reid ..... COW
Cuties—d-1c-2c—E. Simms Campbell ..... KFS
Dennis the Menace—d-2c4⅜"; S-pt-hps-tps-mat—Hank Ketcham .... PHS-CWF
Dinah Mite—w-1c Panel Cartoon-mat—Joe E. Buresch ..... JEB
Dolly—dexS-2c4⅛"-mat—Bill Williams HLS
Doodle-It-Yourself—S-2c10"-mat—Crosby Walters ..... DF
Driver's License—m-2c3⅜"-mat-orp—Various ..... COM
Editorial Cartoon—w-2-3c6"-ilm-orp—Ed Kudlaty ..... NEA-DNB
Editorial Cartoons—d-3c-mat—Duncan Macpherson ..... TSS
Emmy Lou—d-2c4¼"-1c2"-S-hps-tps-pt-hpt-mat—Marty Links ..... UFS-UPC
Faces In The News—d-½c2"-1c4"-mat-orp—Frank Murphy ..... DIS
Family Circus—d-2c4-3c6¼-mat; S-tps-mat—Bil Keane ..... RTS
Fan Fare—d-1c6½"-3c; S-hpt-tps-mat—Walt Ditzen ..... PHS-MIL-CWF
Fischetti Cartoons—5tw-3c-4c-mat—John Fischetti ..... PHS-MIL-CWF
Fletcher, The 4-H'r—w-1c3"-mat—Joe E. Buresch ..... JEB
Footnotes—d-1c1½-mat-orp—Courtney Dunkel ..... LED
For and About Teenagers—w-3c5-mat—Staff ..... CSP
Foreign Strips (panels)—w-varies-mat—Various ..... BPS
Franklin Cartoons—occ-3c-mat—Ed Franklin ..... TSS
From Nine to Five—dexS-1c-2c-ilm—Jo Fischer ..... PHS-CWF-MIL
Funsters—dexS-1c2½"-mat-orp—John Broudhecker ..... AF
Ginger—*dexS-2c3⅛"-mat—Getterman ..... UFS-UPC
Girls, The—dexS-1c-2c-ilm—Franklin Folger ..... PHS-CWF-MIL
Glamor Girls—d-2c; S-pt-hps-mat—Don Flowers ..... KFS
Good Old Days, The—w-3c4"-4c5⅝"; S-hpt-mat—Erwin L. Hess ..... UFS-UPC
Grin & Bear It—d-2c-3c; S-hps-ps-tps-mat—George Lichty ..... PHS-CWF-MIL
Half-Past Teen—w-2c6"-mat—Joe Mahoney ..... CSP
Hardtack—d-w-4x6-orp—Keller ..... BPS
Harvey—d-1c¼"-mat— Bruh & Gluffre ..... MIL-WSS
Hattie—w-2c4-3c6-mat—Gertrude Espenschied ..... RN
Have Fun!—w-1c11"-mat—Lee Bryan and Rube Weiss ..... BPF
Hector The Director—d-1c3"-mat-orp—Rama Braggiotti ..... LED
Heptiles—d-2c2½"-orp—Tony Saltzman.... RA
Here's An Idea—dexS-1c2½"-mat-orp—Jerry Langell ..... AF
Here's Mom—w-2c-mat—Isabel ..... CTN
Hubert—d-2c-4c; S-pt-tps-hps-mat—Dick Wingert ..... KFS
Humor Without Words—from stock as ordered-6"x2"-2"x6"-6⅛x3 1/16r-glossy-mat-plastic block—Zoltan Forral & Chumy ..... VAZ
Humphrey Hush—d-2c2"-mat—Malcolm Hancock ..... MIL-WSS
Idea Payoff—dexS-1c2⅝"-mat-orp—Jerry Langell ..... AF
It's A Living—w-2c4-mat-glossy proof—Staff ..... SM
Jest A Second—d-1c2½"-mat—Various Authors ..... MIL
Josh Billings Sez—w-1c4"-mat—**Rube Weiss** ..... BPF
Ladies Day—dexS-1c-mat—Mady Merah.... GFC
Nellie Caroll ..... LAT
Laff of the Week—w-2c6"-mat-ill—Bob Barnes ..... CSP
Laff-A-Day—d-1c-2c-mat ..... KFS
Laugh It Off—d-1col-mat—Syd Hoff .... KFS
Laughing Matter—dexS-2c-mat—Salo .... CTN
Laughs From Europe—d-2c4 5/16"-....ilm—European Artists ..... RTS
Law Briefs—d—Martin J. Ross ..... LAW
Life In The Suburbs—w-2c-3c-mat-glossy proof—Al Smith ..... SM
Life's Like That—d-1c1⅞"-2c2⅞"; S-hps-tps-pt-mat—Fred Neher ..... BM-DNB-MIL
Li'l Ones—dS-1c1½"-mat—Jim Whiting GFC
Little Woman, The—d-1c-2c; mat; S-hps-tps-pt—Don Tobin ..... KFS
Live 'n Laff—w-2c5"-mat-orp—Rube Weiss ..... BPF
Long Shots—d-3c1 9/16"-mat—Fred Thomas ..... PHS-CWF
Louie—d-4c1⅞"-mat; S-hps-tps-pt-mat—Harry Hanan ..... CTN
Marmaduke—d-1c-2c-ilm—Brand Anderson and Dorothy Leeming ..... NNS
Marriage License!—m-2c3⅜"-mat-orp—Various ..... COM
Matrimoney—m-2c3⅜"-mat-orp—Various ..... COM
Medicare—dexS-2c-mat—Reamer Keller .... AD
Merry-Go-Round—w-2c4-3c6-mat—Jerry Marcus ..... RN
Mister Breger—d-2c; S-pt-hps-tps—Dave Breger ..... KFS
Moon Platoons—d-2¼x7½—John Koch.... SPS
Moose—d-4c-mat; S-pt-hps-tps-mat—Bob Weber ..... KFS
Mostly Male—S-pt-hps-tps-mat—"Doc" Goodwin ..... DF
Mr. Tweedy—dexS-2c3¼"-mat—Ned Riddle ..... GFC
Mrs. Bee, The Working Wife—dexS-1c3"-mat-orp—Howard Boughner ..... AF
My Word.—d-1c3¼"-mat—Frank Hedlund & James Ponter ..... RTS
Neighbors—dexS-2c-mat—George Clark .... CTN
New Dialogue For Old Movies—5tw-2c4"-mat-orp ..... CKS
Noah Numbskull—d-1c-mat ..... CP
Nothing But the Truth—w-2c5"-mat-glossy proof—Russ Arnold ..... SM
Nuts & Jolts—dexS-2c-mat—Bill Holman ..... CTN
Off Base—w-3c-mat—Barry Base ..... TSS
Off the Record—d-2c4 1/16"-ilm; S-hps-tps-pt-mat—Ed Reed ..... RTS
Office Hours—d-2c-mat—Cy Olson ..... KFS
Office-Ours—m-2c3⅜"-mat-orp—Various ..... COM
Oh, Lady!—d-1c5 9/16"-mat—Ruth Marcus ..... PHS-CWF
Only The Newspaper—2tw-1c3"-mat-orp—Chuck Stiles ..... SM
Open Season—d-2c2 ¾-mat—Clyde Lamb ..... RTS
Our Boarding House—d-2c3½"-2½"c 4¼"-3c5"; S-ps-hps-tps-pt-hpt-mat—William Freyse ..... NEA-DNB
Our Parish—w-2c6"-mat—Peg O'Connell ..... NCW
Out Our Way—d-2c3"-2½"c4¼"-3c5"—Negley Cochran; S-ps-hps-tps-pt-hpt-mat—Walt Wetterberg .... NEA-DNB
Package Deal—w-15-features-mat-glossy proofs ..... SM
Panel Parcel—Today's Laugh—28tm-2c-mat—Rod de Sarro, Cathy Joachim, Jeff Keate, Reamer Keller, Tom Henderson, Frank Owen, Joe Zeis, Betty Swords ..... CTN
Pee Wee—d-4c-mat—S. M. Iger ..... PF
Peoplets—S-var-ill—Bord Stephens ..... WHE
Phyllis Diller's Housekeeping Hints—ind-19 pt. series-man-mim—Phyllis Diller ..... DDS
PIXies—dexS-1c2⅝"-mat—Jack Wohl ..... UFS-UPC
Ponytail—6tw-2c-mat; S-pt-hps-tps—Lee Holley ..... KFS
Queenie—6tw-1c-2c-mat—Phil Interlandi KFS
Quickies—qt-3½c5-mat—Art Gateso and Others ..... GF
Quickies—d-btw-mats-1c-2c—Ken Reynolds ..... REY
Quizoons and Quoteoons—6tw-2c4"-orp—Rennie Woolsey ..... WOO
Rural Route—w-tps—Walter Ball ..... TSS
Sandy—dexS-mat-4c—Jim & June Unwin ..... HPS
Senator Caucus—dexS-2c-mat—Wyma .... GFC
Seventeen—dexS-2c-mat—Lansky ..... CTN
Short Ribs—d-4c2"-mat-S-tps-hps-pt-mat—Frank O'Neal ..... NEA-DNB
Side Glances—dexS-2c5¼"-mat—Gill Fox ..... NEA-DNB
Silly Dillies—d-1c3"-mat-orp—Bob Lagers ..... LED
Sir Lim'rick—dS-4c2-2c4½-mat—William Galbraith & Ed Nofziger ..... RTS
60 Second Sermons—dexS-200-mim—Fred Dodge ..... MM
Small Fry Diary—dexS-1c3"-mim-mat N. E. Coan ..... NEC
Small Society, The—6tw-3c-4c-mat; S-tps-color-4c-bl-mat—Morrie Brickman KFS
Small World—dexS-1c-mat—Lou Grant ..... AD
Sniffy—d-4c—George Fett ..... BM-DNB-MIL
Social $ecurity?—m-2c3⅜"-mat-orp—Various ..... COM
Soft-Sell Sam—d-2c4¼"-mat—Marv Myers ..... RTS
Soliloquy—d-3c2¾—Ric Hugo ..... PHS-CWF
Sparks—dS-1c1¾"-mat-ill—Willis Forbes ..... LAT
Speaking of The Law—2tw-2c3¾-mat-orp—Earle & Jim Harvey ..... HLS
Sports Cartoon—dexS-2c1¼"-3c7¼"-mat—Tom Paprocki ..... APN
Sports Cartoons—1c2½"-2c4"-mat-ill—British Artists ..... JL
Station Break—TV Comic Panel—d-1c3¼"-ill-ilm—Geo. Lemont ..... NEA-DNB
Stees Sees—w-5c9½"-mat-S-tps-hpt—John Stees ..... UFS-UPC
Still Life—dexS-2c-mat— Jerry Robinson.. CTN
Strange As It Seems—d-2c4½"; *-S-hps-tps-pt-hpt-7c3¼"-mat—Elsie Hix ..... UFS-UPC
Strange World of Mr. Mum, The—dS-2c4¾"-hps-tps-mat—Irving Phillips ..... PHS-CWF
Strictly Business—dexS-1c-2c-ilm—Dale McFeatters ..... PHS-CWF-MIL
Sweetie Pie—w-2c4½-mat—Nadine Seltzer ..... NEA-DNB

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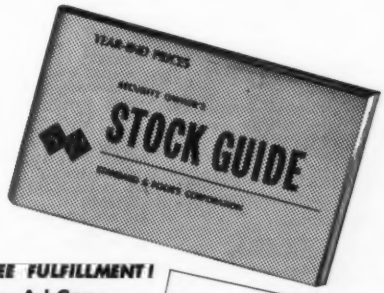

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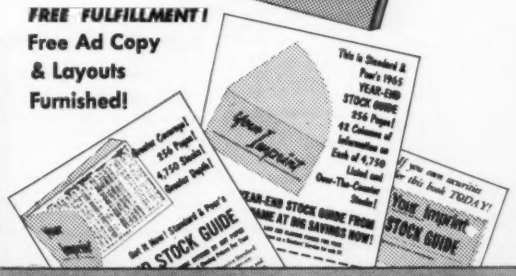

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Telling Tales—tw-1c3"-ilm—Brooks ..... ZAA
That's My Charley—d-2c-mat-
Mel Casson ..... BM
The Aristocrats—d2c4"-mat-orp—
Bob Kane ..... LED
The Byrds—d-2c-3"-mat—Joe
Appalucci .....MIL-WSS
"The 52 Club"—w-1c-mats-glossyrepros—
Rooney W. Davis ..... QAS
Then—Now—dexS-1c-mat—Roy L. Fox ....CTN
There Oughta Be A Law—d-3c1⅛"-
3c3¾"-1c5½"; *S-pt-hpt-hps-
tps—Harry Shorten ..... UFS-UPC
They'll Do It Every Time—d-3c-4c-mat;
S-tps-pt-hps-mat—Bob Dunn &
Al Sraduto ..... KFS
13 to 19—m-2c3⅜"-mat-orp—
Various ..... COM
This Funny World—d-2c-mat—
Misc. Cartoonists ..... MCN-CWF
This Is Sport?—w-1c-mat-glossy proof—
Court Alderson ..... SM
Thrifty-Nifty—dexS-1c3½"-mat—
Helen Robertson and Mary Dunn ..... GFC
Tiger—d-4c-mat; S-pt-hps-tps-mat—
Bud Blake ..... KFS
Time Out—dexS-1c-2c-ilm—
Jeff Keate ..... PHS-CWF-MIL
Tizzy—dexS-2c5¼"-mat—
Kate Osann ..... NEA-DNB
Tongue Twisters—w-9x12-mim—Staff .... BPS
Traveling Light—w-2c-mat—
The Sloanes and Jim Weakley ..... GFC
Trixie the Trader—w-2tw-1c2¾-mat or
proof—Dick Ericson ..... SM
Trudy—6tw-2c; S-tps-hpt-sph-mat—
Jerry Marcus ..... KFS
Tumbleweeds—dS-4c2-1c5-3c1½-tps-
mat—Tom K. Ryan ..... RTS
TV Laffs—d-1c-mat—Cliff
Rogerson ..... BM-DNB-MIL
TV Tee-Hees—d-1½c-mart—
Henry Scarpelli ..... GFC
U F Ohs.—m-2c3⅜"-mat-orp—Staff .... COM
Vacation—ads-an-1c3½"-mat-ill-ilm—
Staff ..... NEA-DNB
Village Square—w-2c4"-mat-orp—
Chuck Stiles ..... SM
Wayout—d-4c-mat—Ken Muse ..... MCN
Weather Comics—d-1c1"-ill-ilm— .... NEA-DNB
Webster Cartoons, H. T.—w-2c4"-mat-
glossy proofs—H. T. Webster ..... SM
Wee Pals—d-4c2"-1c5"-mat—
Morrie Turner ..... RTS
Wee Women—dS-1c1½"-mat—
Jim Whiting ..... GFC
Why We Say—dexS-1c3"-mat—Bob
Morgan and Pete Hoffman ..... GFC
With Sgt. Mike—dexS-2c-mat—
Mike Hodgson ..... PHS-CWF
Woody's World—d-2c-mat—John Holm .. NNS
Word-A-Day—dexS-1c-mat-ill—
Micky Bach .....PHS-CWF-MIL
York At Large—5tw-1c3-mat-orp—
Robert York ..... AF

9—CHESS - CHECKERS

Chess—d-2c4"-mat——Leonard Barden .. MS
Chess Master—w-300-1c3"-mat-orp
—George Koltanowski ..... GG

10—CHILDREN

Cappy Dick—S-hps-pt-tps-mat—
Cappy Dick .....PNS-CWF-MIL
Child-Parent Relations—The Mature
Parent—tw-350-2c8"-man-tape—
Mrs. Muriel Lawrence ..... NEA-DNB
Children's Books—m-2ps-mat-orp—
authors ..... SPS-MS
Children's Tales—S-hps-pt-mat—
various authors ..... MCN-CWF
Christmas Shopping Features—an-ps-man-
tape-ill-ilm—Staff ..... NEA-DNB
Doodle-It-Yourself—S-2c10"-mat—
Crosby Walter ..... DF
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Dr. Earl J. McGrath ..... NNS
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ilm—Dr. Ernest G. Osborne ..... UFS-UPC
Fun For Families—w-500-mim-ill—
Alvin Schwartz ..... CTN
Features—w—Ida Fried ..... EPS
Hardtack—d-w-4x6-orp—Keller ..... BPS
International Science Fair—sca-mim—
Staff ..... SCS
It's Child's Play—sw-250-1c, 2c—ilm-
mim ..... NNS
Junior Editors—dexS-2c-panel and text-
mat—Coulton Waugh ..... APN
Let's Make—S-2c-mat-orp—Ben Corey....HAR
Parent-Child—dS-man—Dorothy Rose .... CTN
Parent Problems—6tw-mim
—Dr. Garry C. Myers ..... CP-KFS
Parents Ask—From the Gesell Institute
of Child Development—5tw-500-mim-
tape—Frances L. Ilg, M.D. and Louise
Bates Ames, Ph.D. ..... PHS-CWF
Parents' World—5tw-350-400-mim—Dr.
Eve Jones ..... BON
Points for Parents—d-2c-2⅞"-ilm—
Mary Bryson & Cathy Miller ..... RTS
Tell Me Why—d-350-printed—
Arkady Leokum ..... MIL-WSS
The Teacher—3tw-300-mim—
CNS Correspondents ..... CNS
Today's Children—6tw-mim—Grace
Langdon and Irving W. Stout ..... KFS
Tom Trick—S-hps-tps-pt-mat—
Mary Goss & Frank Remlie ..... NEA-DNB
Tongue Twisters—w-9x12-mim—Staff .... BPS
Uncle Ray's Column—dexS-400-mim-
tape-ilm—Ramon Coffman .. PHS-CWF-MIL
What Young People Think—w-600-ilm
—Nancy Gilbert ..... APN
Word Definition's Fictionary—w-9x12-mim-
—Singer Features ..... BPS
You and Your Child—sw-3c-ill-ilm—
Jean Beck ..... CTN
Young Hobby Club—dexS-250-1c3"-
mim-ilm—Cappy Dick ..... PHS-CWF-MIL
Your Baby & Mine—d-500-mim-tape; S-
600-mim-tape—Myrtle Meyer Eldred .... RTS

11—COLUMNS

A Bout With Stamps—d-w-m-500-4c5"-
man—Frank Del-Witt ..... HT
A Conservative View—3tw-750-mim—
James J. Kilpatrick ..... WSS
Adam and Eve—d-500-mim-ilm—
Adam and Eve Lowell ..... FOR
Adventure Postpaid—w-1c9"-man-ill
—Lee James ..... JL
A Line O'Type or Two—d-2c-man—
John T. McCutcheon, Jr. ..... CTN
A Lovelier You—5tw-85-1c-2c-ilm-tape-
Mary Sue Miller ..... PHS-CWF-MIL
A Minority of One—w-600-mim—
Dennis Murray ..... WNS
A Matter of Taste—3tw-350-mim-ill—
William Pahlmann ..... PHS-CWF
A Woman, Still—3tw-500-mim—
Rene Carpenter ..... WBE
African Coverage—3tw-400-mim—
CNS Correspondents ..... CNS
African Digest—6tw-var-mim ..... AFP
Airline News with Photos—Ralph
Morgan ..... RMN
Alexander, Holmes—5tw-700-mim-man-
tape—Holmes Alexander ..... MCN-CWF
Alsop Column—5tw-500-mim—
Joseph Alsop ..... LAT
Alvarez Medical Column—4tw-700-mim-
on tape—Dr. Walter C. Alvarez ..... RTS
Amy Vanderbilt's Etiquette—*dexSat.-
500-mim-tape—Amy Vanderbilt .... UFS-UPC
An Editor's Outlook—w-1000-mim-tape—
Jenkin Lloyd Jones ..... GFC
Ann Landers' Human Relations Column—ds-
750-mim-tape ..... PHS-CWF-MIL
Anniversary Story—m-800-ilm—
Graham Wilson ..... CF-MIL
Antiques and Attic-ulations—w-4c5"-
man; S-ps-pt-hps—Katherine
Schilling ..... HT
Aronson Column—w-1000-mim-orp—
Harvey Aronson ..... NE
Around the Waterfront—2tw-mim—
Helen Bentley ..... FJM
Around the World—tw-mat—Temple
Manning ..... KFS
Arts and Literature—packet—w-
var-mim ..... AFP
As We Were Saying—w-750-mim—
Robert Segal ..... SAF
As I See It—d-600-mim—
Hugh Russell Fraser ..... CF-MIL
Asian Reports—var-500-1,200-ill-mim-wire—
Mark Gain ..... TSS
Ask Amy—w-2c10-mat—Amy Adams ..... CPS
Ask Dr. Brothers—dS-1000-mim-tape—
Dr. Joyce Brothers ..... BM
Ask Dorothy Draper—eodexS-300-mim—
Dorothy Draper ..... AD
Ask the Teacher—5tw-300-man—
Shirley Schraub ..... MCN-CWF
Assignment: America—5tw-mim—
Phyllis Battelle ..... KFS
Assignment: America—5tw-mim-man-
var-by wire—Phyllis Battelle ..... HHS
Assignment: West Coast—S-500-mim—
Neil Morgan ..... CNS
Astrological Bulletin—w-2500-mim ..... AFP
At Wit's End—3tw-400-mim-ill-mat—
Erma Bombeck ..... NE
Austin's Hollywood Column—w-500-mim-
John Austin ..... HIS
Autofacts—w-300-mim—John Austin ..... HIS
Babson's Authentic Release—w-800-
mim—Roger W. Babson's Staff ..... PFB
Backdrop, The—w-750-mim—
John J. Daly, Jr. ..... NCW
Backstairs at the White House—
w-400-wire—Merriman Smith ..... UPI
Baker Column—3tw-750-wire—
Russell Baker ..... NYT
Barbs—dexS-100-1c4"-man-tape-ill-
ilm—Walter C. Parkes ..... NEA-DNB
Batcave Hot Line—tw-375-mim—
Bruce Wayne ..... LED
Betty Canary's Column—tw-350-2c5"-
man—Betty Canary ..... NEA-DNB
Beauty After Forty—5tw-300-man—
Edyth Thornton McLeod ..... MCN-CWF
Beauty Column—tw-150-300-1c-2c-
3c-man-tape-ill-ilm—Pat King .... NEA-DNB
Before You Buy—w-700-mim—
Margaret Dana ..... UFS-UPC
Behind The Scenes At the United
Nations—w-800-mim—
David Horowitz ..... WUP
Betty Beale's Washington Letter—w-750-
mim-tape—Betty Beale ..... PHS-CWF
Between the Lines—w-750-man-mim—
Edith Kermit Roosevelt ..... ROO
Between Us Girls—dexS-1c1"-ilm—
Ashton Wing ..... AF
Between You 'n Me—3tw-550-2c11"-
man-ill—Murray Olderman ..... NEA-DNB
Between You And Me—w-800-mim—
Boris Smolar ..... JTA
Bishop Sheen Writes—w-750—
Fulton J. Sheen ..... MIL-WSS
Bits of America—w-300-mim—
Clarice Erwin ..... AR
Blakee Heart to Heart Talks—dS-man
—Doris Blake ..... CTN
Bolton, Whitney—d-500-mim-tape—
Whitney Bolton ..... MCN-CWF
Books and Arts—w-700-man—
Miles Smith ..... APN
Book Reviews—2-3-w-400 proof—
Miles Smith ..... APN
Books-of-the-Month—m-500-mim—
John Austin ..... HIS
Bookshelf—3tw-1c6"-man-mim—Jeff Lee.... JL
Boyle's Column—5tw-500-by wire—
Hal Boyle ..... APN
Breslin's New York, Jimmy—3tw-700-man-
mim; eoS-700-man-mim;
m-2000-man-mim ..... LO
Bridge Column—d ex S-400-1c12-ill-ilm-man-
tape—Oswald & Jim Jacoby ..... NEA-DNB
Broadway—3tw-500-orp-S-500-wire—
Jack Gaver ..... UPI
Broadway After Dark—w-1250-mim-crp—Bobby
Maurice ..... MAU
Broadway Beat—w—Hans Holber ..... EPS
Broadway Karikatures—w-2c6"-600-man-
ill-ilm—Joe Kaliff ..... AMF
Broadway Off 'N On—w-500-mim-ill—
William Raidy ..... GFC
Broadway Vignettes—w-2c5—
Marcia Michels ..... AMF
Buchwald Column—3tw-500-mim—
Art Buchwald ..... LAT
Business With Pleasure—d or w—
Harry S. Donen ..... DHS
By George!—humor—d-200-mim .... UFS-UPC
By The Way—3tw-500—Bill Henry .... LTWP
California Report—sw-500-mim—Art
Ribbel ..... CNS
Campus Report—w-350-man-tape-ilm—
Staff ..... NEA-DNB
Canada Roundup—w-450-mim—
CNS Correspondents ..... CNS
Cannel At Bay—tw-500-2c10"-man-tape—
Ward Cannel ..... NEA-DNB
Capital Spotlight—w-800-mim—
Milton Friedman ..... JTA
Capital Stuff—5tw-man—Ted Lewis ..... CTN
Career Girl—2tw-500—June Wilson ..... WNS
Carl H. Giles Features—w-var-
ill-man-mim—Porf. Carl H. Giles ..... RA
Cats and Their Care—S-500-mim—
Henrietta Hitchcock ..... CF-MIL
Celebrity Cookbook—w-800-mim-ill—
Johna Blinn ..... NE
Changing Scene, The—w-500-mim—
Brig. Gen. James D. Hittle ..... CNS
Charley Weaver Says—dexS-150-mim—
Cliff Arquette ..... CF-MIL
Child-Parent Relations—The Mature
Parent—tw-350-2c8"-man-tape—
Mrs. Muriel Lawrence ..... NEA-DNB
City Editor's Tips Service—w-mim—
John Clift ..... GFC
Cityscape—w-750—Wolf Von Eckhardt LTWP
Clothes Make Your Man—w-500-mim-ilm
—Harry Juster ..... RTS
Coates Column—2tw-500—Paul Coates LTWP
Coe, Richard L. (Drama) ..... LTWP
Coffee Break—w-400-mim— Adeline Daley CHR
Coin Corner—w-400-proof—
J. E. Charlton ..... TNS
Coin Roundup—S-500-ill-mim—
Maurice M. Gould ..... GFC
Coin-Wise—w-1c-2c-350-ill-ilm-orp—
Leon T. Lindheim ..... NNS
Collections on Coins (Coins)—w-400-
mim—Frank Graham ..... CNS
College and You—3tw-600-mim—
Abraham Lass ..... PNS-CWF-MIL
Con la Ley en la Mano (Column on
Law in Spanish)—d-150-man—
Martin J. Ross ..... LAW
Confident Living—w-650-mim-tape—
Dr. Norman Vincent Peale ..... PHS-CWF
Congressional Quarterly Almanac—an-
bound volume ..... CQ
Conservation—w-cont-700-1000-mim—
Vivian Fletcher ..... WOR-WPS
Consumer Contact—2tw-750-mim—
Arthur E. Rowse ..... CM
Consumer's Question Box—w-900-mim—
Margaret Dana ..... UFS-UPC
Continental Column—w-1c-orp—Chris Wise HF
Continental Diary—w-800-mim—
Noel Anthony ..... NANA-CWF
CQ News Stories—3tw-400-mim ..... CQ
CQ Weekly Report—w-reference and qt
index ..... CQ
Criswell Predicts!—dS-500-man-mat—
Jeron King Criswell ..... CRP
Crosby Noyes—3tw-750-mim—
Crosby Noyes ..... WSS
Crossroads Report—dexS-100-mim—
D. E. Scott ..... SCO
Curious Facts—d-w-450-mim—
Donald Whitacre ..... CFF
Current Events in the Classroom—
w-sea-500-ill-mat-mim—
Marvin Lipton ..... TSS
D. C. Current—S-700-mim-man—
Marianne Means ..... HRS
DC Wash—w-man ..... CTN
Daffy Divorces—S-1000-mim—
Dick Hyman ..... HYM
Daffynitions—dexS-6"-mim—Paul H.
Gilbert ..... GFC
Daley Column—dexsat-500-wire—
Arthur Daley ..... NYT
Daily Flashback Calendar—dS-1c1¼"-mat—
mat—Dick Peeples ..... AF
Daily Language Lesson—d6S ..... HAR
Dateline: Europe—w-mim—
Otto von Habsburg ..... KFS
Dear Abby—dexS-orp—
Abigail Van Buren ..... CTN
Dear Doris—w-600-orp-mat—Doris Clark TNS
Dear Mrs. Mayfield—5tw-1000-mim-
tape—Molly Mayfield ..... UFS-UPC
Dear Sally—dexS-300-mim-man—
Sally Shaw ..... WLG-MS
Deeds To Admire In The News—cont-var-
man—T. Jerome Bishop ..... BIS
Diet Series—an-600-1c20"-ill-
ilm-tape—Gaynor Maddox ..... NEA-DNB
DISCussion—w-400-man—various ..... PSS
Dinah Mite—w-1c3"-mat—panel cartoon—
Joe E. Buresch ..... JEB
Disc Data—w-1c6"-man-mim—Staff ..... JL
Do-It-Yourself—w-600-700-man-ill-ilm-tape
—Mr. Fix ..... NEA-DNB
Do's and Don'ts for Mothers—5tw-150-
200-mim—Dr. Phyllis Hoetler ..... CF-MIL
Dogs—S-man-ill—Tom McNally ..... CTN
Doing The Right Thing—6tw-350; S-600;
mim—Elizabeth L. Post ..... NE
Doris Fleeson Column—Washington—3tw-
500-mim-tape—Doris Fleeson ..... UFS-UPC
Down on the Farm—w-650-mim-ilm—
Ed Harris ..... FOR
Dr. Joyce Brothers—w-600-mim—
Dr. Joyce Brothers ..... NANA-CWF
Dream Street—sw-2c-man—
Robert Sylvester ..... CTN
Drummond Column—4tw-800-mim-tape—
Roscoe Drummond ..... PHS-MIL-CWF
Education For Tomorrow—sw-600-mim—
Dr. Earl J. McGrath ..... NNS
Eleanor Lambert's, She—3tw-300-500-
mim-tape—Eleanor Lambert .... PHS-CWF
Entertainment Abroad—w-500-wire—
Robert Musel ..... UPI
Entertainment Features—TV, Stage, Movie
News—w-300-400-man-ill-ilm-tape—
Joan Crosby ..... NEA-DNB
Entertainment Whirl—w-var-man—
Buddy Busch ..... BAS
Etc. & P.S.—w-2c5"-man-mim—
Milt Miller ..... JL
Etiquette, Correct Thing—dS-2c-mat—
Elinor Ames ..... CTN
European Coverage—tw-500-mim—
Thomas Nuzum and Gene Sherman ..... CNS
Everybody's Money—3tw-mim—Merryle
Stanley Rukeyser ..... BHS
Everyday Editorials—d-1800-mim—
Monte F. Bourjaily & Staff ..... GS
Everyday Law—d-150-mim—
Martin J. Ross ..... LAW
Family Council, The—dexS-500-mim-
tape—Counciling Groups ..... GFC
Family Finance—5tw-700-mim—
Betty Yarmon ..... WNS
Family Purse, The—w-600-mim—
Lois and Jim Hunter ..... GFC
Far Eastern Coverage—6tw-500-mim—
Ed Neilan & Derek Maitland ..... CNS
Fashion World — w-mim — Bobby Maurice
..... MAU
Fast Life—dexS-150-mim—Harry Karns .. NE
Features—w—Ida Fried ..... EPS
Financial—w—Carl Ritter ..... CNS
Fisher-Crowe Report—5tw-800-proof—
D. Fisher & H. Crowe ..... TNS
Fix It Yourself—d-350-printed—
Hubbard Cobb ..... MIL-WSS
Food And Your Health—2tw-300-mim—
Frederick J. Stare, M.D. ..... LAT
Footlights of Broadway—w-350-mim—
Sid Goldberg ..... NANA-CWF
For and About Teenagers—w-3c5-
mat—Staff ..... CRP
For The Fun Of It—w-2c12"-man-
tape-ilm—Jim Crossley ..... NEA-DNB

Foreign News Commentary—5tw-500-wire —Phil Newsom ..... UPI
Foterama, Movies, Theatre, Night Clubs— w-2tw-var-orp-man—Jerome Lee ..... AMS
Freak Squeaks—cont-500-man-ill— Dick Hyman ..... HYM
From New York—w-mim— Creighton Peet ..... PT
From Where I Sit—d or w— Harry S. Donen ..... DHS
Fugitives From The FBI—w-mat-proof— Staff ..... CP-KFS
Funny Business—d-1½; w-2c1"-ill-ilm—Roger Bollen ..... NEA-DNB
Gains and Brains—d-w-145-•190-man— Estey I. Reed ..... SS
Gardening For Fun—w-650-750-mim— Cindy Smith ..... CRE
Gary Lautens Column—5tw-500-mim— Gary Lautens ..... TSS
Glazed Bits—dS-400-mim— Barney Glazer ..... TCN
Global TV—w-500-man mim-7x9 glossy photos supplied—Sandy Raines .... RA
Global View, The—w-300-600-man-ill-ilm-tape—Leon Dennen ..... NEA-DNB
Golden Years, The—w-650-mim-tape— Thomas Collins ..... GFC
Goldwater Column—3tw-400-mim— Barry Goldwater ..... LAT
Gourmet On A Budget—w-400— mim—Sandal & Pritsch English ..... ENG
Government Contract Administration—3tw-600-mim—Porter B. Williamson .....TPI
Great Ideas From The Great Books—w-750-mim—Dr. Mortimer J. Adler ..... PHS-CWF-MIL
Green Thumb, The—1000-d-w-1000— George "Doc" Abraham ..... GEO
Grover Brinkman Features—w-400-500-man-8x10 glossy photos—Grover Brinkman ..... RA
Guest, Edgar A. (Poetry)—d-2c3¼"; S-2c-mat—Edgar A. Guest .. GMA-MIL-WSS
Haber, Joyce (Contemporary Trends) LTWP
Happier Living—d&w-300-mim— Phyllis Mitchell ..... MIT
Harris Survey—w-500-mim— Louis Harris ..... LAT
Have You Met . . . ?—w-1,200-ill-2c4½"-1½c3¼"-mim— Y. L. Tiajeliff ..... NP
Head Lines—3tw-500-mim-ill— Edith Head ..... NE
Health For Today—dexS-500-mim— Dr. W. W. Bauer ..... CF-MIL
Helen Help Us—6tw-mim— Helen Bottel ..... KFS
Hemisphere Report—w-600-mim— CNS Correspondents ..... CNS
Henry Hazlitt Column—w-660-mim— Henry Hazlitt ..... LAT
Henry J. Taylor Column—3tw-600-mim— Henry J. Taylor ..... UFS-UPC
Here's How—3tw-150-man— Oen Handle ..... MOH
Hi-Fi Equipment—dS-400-mim— Barney Glazer ..... TCN
Hi-Fi Whirled—dS-400-mim— Barney Glazer ..... TCN
Hints from Heloise—d-mim-S-tps-hpt-mat colors—Heloise Cruse ..... KFS
Hobbies—w-300-man-ilm—Staff ..... APN
Hobby Hoarse Tales—w-4c5"-man; S-ps-pt-hps—Frank Del-Witt ..... HT
Hollywood—w-In Spanish, English & Portuguese—Inez & Cecilia Pedroza .... ICP
Hollywood—dS-var-by wire-mim-man— Dorothy Manners ..... HHS
Hollywood—dS-mim—Dorothy Manners.... KFS
Hollywood—d-man; S-man-ill ..... CTN
Hollywood Beauty—sw-S-500-mim-ill— Lydia Lane ..... LAT
Hollywood Calling—(your city or country) —w-500-mim—Inez & Cecilia Pedroza .. ICP
Hollywood Choo Choo—w-mim —Bobby Maurice ..... MAU
Hollywood Heartline—dS-400-mim— Barney Glazer ..... TCN
Hollywood—Movies-TV tw-500-600-2c12"-man-tape-ill- —Dick Kleiner ..... NEA-DNB
Hollywood Report—d-60-mim— Robert Bradford ..... MCN
Home Line—5tw-S-300-mim— Dorothy Rite ..... LAT
Homemaker's Humor—w-200-mim— Ann Rudy ..... CNS
Home Town Flavor (quoting country editors)—w-400-mim-ilm ..... HTF
Housing News—w-500-mim— Hugh L. Morris ..... MNS
How's Business?—w-250-300-mim-ill— Roger W. Babson's Staff ..... PFB
How To Get Money For College—w-60-mim—Dr. Benjamin Fine .... BM-DNB-MIL
Howard K. Smith's Column—w-700-mim-tape—Howard K. Smith ..... PHS-CWF
Hy Gardner Calling—3tw-800-proof-Hy Gardner ..... PHS-MIL-CWF
I Beg To Differ—3tw-500-mim Frank Lowe ..... CWF
I Remember—w-1c7"-mat-ill—Staff ..... CSP
If Your Name Is — d-w-470-man-mim— Ann Reynolds, Ph.D. ..... RFS
If You Were the Judge—d-500-mim-ill— Jack Strauss ..... BM
Inside Broadway—w-700-mim— Maurine Tei Dunn ..... GHS
In New York—3tw-mim—Walter Winchell ..... KFS
In Orbit—cont-500-man-mim— T. Jerome Bishop C11
In Washington—4tw-mim—Ralph de Toledano ..... KFS
Income Tax for the Worker—d-500-mim RGB
Income Tax Series—an-800-1c25"- man-tape-ill-ilm—Ray De Crane NEA-DNB
Indoor Gardening—w-500-ilm-mim— Katherine B. Walker ..... PHS-CWF-MIL
Inez Robb Column—tw-500-mim- tape—Inez Robb ..... UFS-UPC
Inside Humor—d or w—Harry S. Victor Riesel ..... PHS-CWF
Inside Report—5tw-700-mim—Rowland Evans & Robert D. Novak .... PHS-CWF-MIL
Inside The Economy—3tw-600-mim— Joseph R. Slevin ..... NE
Inside View—2tw-650-mim— Edward J. Mowery ..... GFC
Inside Washington—3tw-mat-proofs—Henry Catheart ..... CP-KFS
Inside Washington—5tw-800-mim-tape— Robert S. Allen and Paul Scott PHS-CWF
Insurance Simplified—w-300-mim— Saul Sokol ..... DF
Interesting Facts—w-300-mim— various ..... CR
Interior Decorating—tw-mim-400-ill— Betty Pepis ..... BM-DNB-MIL
Interviews—irr-var-mim ..... AFP
International Affairs—3tw-500-mim— Royce Brier ..... CHR
Inventions—Modern Magic— w-500-mim ..... BNH
Isn't It The Truth?—w-2c12"-4c12"- mim—Charles Rehns ..... REH
Isn't It The Truth!—d-100-mim— Carl Riblet, Jr. ..... RI
Israel Newsletter—w-800-mim— Eliahu Sulpeter ..... JTA
It Happened Last Night—dS-750-mim-tape—Earl Wilson .. .. PHS-CWF
It Seems To Me—w-500-mim— David C. Gardner ..... GA
It's Child's Play—w-250-1c, 2c-ilm-mim— Arnold Arnold ..... NNS
It's a Cockeyed World—2c5-mat— Joe Kaliff ..... AMF
It's A Funny World—w-800-mim— John Crosby ..... NE
It's My Opinion—3tw-mim— Irene Corbally Kuhn ..... KFS
It's News to Me—3tw-400-500-mim— Herb Caen ..... CHR
It's The Law—cont-500-man-ill— Dick Hyman ..... HYM
It's Your Landscape—w-400-ill-mim-ilm—George Creed ..... PHS-CWF-MIL
Jack Nicklaus on Golf—3tw-2c4⅜"-mat— Jack Nicklaus ..... PHS-CWF
J. F. terHorst Column—sw-600- mim ..... NANA-CWF
Jest Browsing—sw-600-orp— Jack Posner ..... POS
Jimmy Breslin's New York—3tw-700-man-mim; coS-700—man-mim; m-2000-man-mim—Jimmy Breslin ..... LO
John Keasler—5tw-mim— John Keasler ..... MCN
Joys & Jolts of Retirement—w-600-mim— Theodore Schuchat ..... NANA-CWF
Just Something Pretty (Flower Arranging) —w-ill-mim—Cindy Smith ..... CRE
Karikature Karnival—w-1c6"-200-bio-with Caricature-ilm—Joe Kaliff ..... AMF
Karikaturettes—w—Staff ..... AMF
Kitchen Cynic—5tw-2c6"-mim— Bern Sharfman ..... AMF
Know-It-All, by Cecelia—w-300-400-mim— Norma Gleason ..... GLE
Know Your Hemisphere—w-450-mim-CNS correspondents ..... CNS
Lanahan, Scottie (Contemporary Trends ..... LTWP
Las Vegas Limelight—1c—Barney Glazer TCN
Latin American Column—w-var-man— Barry Bishop ..... CTN
Latin News Roundup (in Spanish and English)—w-750-mim ..... CNS
Law Briefs, The—d-150-500-mim-orp-gal— Martin J. Ross ..... LAW
Law Brief For Business, The—d-150-man— Martin J. Ross ..... LAW
Lawrence Dispatch—5tw-600-mim— David Lawrence ..... PHS-MIL-CWF
Lawrence Fertig—S-750-mim— Lawrence Fertig ..... CF-MIL
Lesson in English—dexS-mim-115-400-man —W. L. Gordon ..... WLG-MS
Let's Explore Your Mind—d-1c-2c-300-ilm; S-300-hpt-tps-ill-ilm-mat-tape— Sylvanus and Evelyn Duvall ..... NNS
Let's Talk It Over—d ex S-500-man— Dr. Douglas Wilson ..... CWF
Life Begins At Forty—5tw-600-mim— Robert Peterson ..... MCN
Lightly Speaking—w-700-mim— Charles M. Guthrie ..... ALB
Like (Name) Sees It—w-500-man— Guest Artists ..... PSS
Lippmann Column—m-2000-mim— Walter Lippmann ..... LAT
Listen Americans—w-500-man— Dr. George S. Benson ..... NEP
Little Old New York—Broadway— tw-man—Ed Sullivan ..... CTN
Lively Living—S-500-mim-ill— Reba and Bonnie Churchill ..... NNS
London Current—w-500-man— Pete Johnson ..... PSS
Looking Ahead—w-500-man— Dr. George S. Benson ..... NEP
Looking At Washington—w-2c-man-tape—Editors ..... EC
Lou Edman Describes—w-700-man— Lou Edman ..... EDM
Love on Life—S-1,000-mim—Philip H. Love ..... BM-DNB-MIL
Love On Life—w-700-mim— Philip H. Love ..... NANA-DNB
Luces de Broadway—w-2c-tab-mim (In Spanish) Horacio Estol ..... PPN
Lyons Den, The—d-850-mim-tape— Leonard Lyons ..... PHS-CWF
Maclean Column, Don—6tw-650-mim— Don Maclean ..... UFS-UPC
Magic Carpet Over Broadway—dS-2c6"-mat-man—Joe Kaliff ..... AMF
Marianne Means' Washington—3tw-mim— Marianne Means ..... KFS
Mary Haworth's Mail—5tw-mim— Mary Haworth ..... KFS
Mary McGrory—3tw-750-mim— Mary McGrory ..... WSS
Mary Merryfield Column—dexS-man— Mary Merryfield ..... CTN
Maurois, Andre—w-900-mim— Andre Maurois ..... TNS
Max Lerner Column—3tw-600-mim— Max Lerner ..... LAT
Maybe The Week Will Get Better— S-man—Elmer Muffwinkle ..... CTN
McGrady Column—w-1000-mim-orp— Mike McGrady ..... NE
McLemore Says—5tw-600-mim-tape— Henry McLemore ..... MCN-CWF
Medical Memos—5tw-150-mat-ill— H. L. Herschensohn, M.D. ..... LAT
Mexican News Roundup—w-450-mim— Jed Linde ..... CNS
Military Analysis—w-1000— Brig. Gen. S. L. A. Marshall ..... LTWP
Mind Your Own Business—3tw-600-mim— Pat Murphy ..... NE
Mockridge Column, Norton—5tw-700-mim— Norton Mockridge ..... UFS-UPC
Modern Almanac, The—w-man— Herb Daniels ..... CTN
Mohr About Fashion—3tw-350-man-ill— Berta Mohr ..... MOH
Moley Column—w-500-mim— Raymond Moley ..... LAT
Money Clips—w-2c9"-man-tape-ilm— Mort Reed ..... NEA-DNE
Moore About Adam & Eve—tw-200-mim—Cullen Moore ..... CMS
Morning Report—d-100-mim— Abe Mellinkoff ..... CHR
Morrie Ryskind Column, The—2tw-750-mim—Morrie Ryskind ..... WSS
Mostly About Dogs—S-man-ill— Tom McNally ..... CTN
Motion Picture Column—6tw-450-mim— James Meade and Dave McIntyre ..... CNS
Movie Column—S-500-wire— Bosley Crowther ..... NYT
Mr. Billopp—d-300-man— Francis F. Beirne ..... FJM
Mr. Clubwoman—5tw-500-mim— John Gilmore ..... MCN
Mr. Fix-It—w-2c-man-ilm— Harold Smith ..... CTN
Mr. Meltzer on Real Estate—w-800-mim—Bernard C. Meltzer ..... RTS
Music Informer—w-500-mim— Julian Osberg ..... HIS
Music Whirl—m-var-man—Buddy Basch BAS
Mutual Funds—w-600-mim— William Doyle ..... UFS-UPC
My New York—3tw-mat-proof—Mel Heimer ..... CP-KFS
Nason on Education—3tw-400-mim— Dr. Leslie J. Nason ..... APN
National Whirligig—d-mim-1200-tape-w-800-tape—Andrew Tully ..... BM-DNB-MIL
New Ideas—Products—w-2c5"-500-man-mim—Staff ..... JL
New Products—w—Ida Fried ..... EPS
News Dispatches on Topics of Current Interest—dexS-300-600-mim-ill-ilm-tape —Ray Cromley, Dick Kleiner, Leon Dennen, Bruce Biossat, Tom A. Cullen, Gaynor Maddox, Rosette Hargrove, Robert Cochnar, Tom Tiede, Dave Burgin, Joan Crosby, Boyd Lewis ..... NEA-DNB
News Focus—4tw-500-mim— Charles Bartlett ..... PHS-CWF-MIL
News Notes—w-2c9"-man-tap—Staff ..... EC
News of Broadway & Hollywood—m-hps-orp—Phil Kalker ..... AEW
News Report From Washington—w-2c6"-man—Edward H. Sims ..... EC
New York Theatre Letter—S-man— John Chapman ..... CTN
Non-fiction quality background material.... ECI
Nonsense (Name of State) (About Zany Laws in various states)—cont-500-man-ill—Dick Hyman ..... HYM
North Callahan in New York—w-500-mim—North Callahan ..... AS
Notes on the News—d-1c2¾"-mat-orp— Charles D. Pearson ..... PEA
Now See Here!—5tw-mim— Bert Bacharach ..... KFS
Oceanography—w-500-mim— Paul Corcoran ..... CNS
Of All Places—S-750-mim-ill-tape— Horace Sutton ..... PHS-CWF
Of Smith and Men—3tw-400— Jack Smith ..... LTWP
Off Beat Diary—w-450-mim— CNS correspondents ..... CNS
Off The Beaten Track—w-525-mim-ill— Bernard Gelman ..... GE
Office Cat—d-w-sw—Edgar A. Moss ..... MOF
Old and New-mismatics—w-4c5"-man; S-ps-pt-hps—Katherine Schilling ..... HT
Olympic Skiing For You—sw-250-1c, 2c-mim-ilm—Robert Beattie ..... NNS
On the Line—6tw-mim— Bob Considine ..... KFS
On the Line—dexSat.-mim-var by wire-man —Bob Considine ..... HHS
On The Town—5tw-man— Charles McHarry ..... CTN
On The Wire—2tw-750-mim-ilm— John J. Westley ..... DIS
On World Affairs—3tw-mim— Edgar Ansel Mowrer ..... BM-DNB-MIL
Only Human—5tw—Sidney Fields ..... CTN
Only In America—3tw-600-700-mim— Harry Golden ..... BM-DNB-MIL
Opportunities Unlimited—6tw-mat-proof— Roberta Fleming Roesch ..... KFS
Ottawa Comment—5tw-800-proof— Lubor Zink ..... TNS
Our Fearless Correspondent—w-500-mim— Charles McCabe ..... CHR
Our Man Hoppe—3tw-500-mim— Art Hoppe ..... CHR
Our Religions—w-500-mim— Dr. Carlyle Adams ..... RTS
Over the Counter—S-500-wire— Alexander Hammer ..... NYT
Owl Laffs—w—Staff ..... MOF
Pan American Report—6tw-450-mim— CNS correspondents ..... CNS
Panorama—w-700-mim—David Schwartz....JTA
Parents Ask....From the Gesell Institute of Child Development—5tw-500-mim-tape—Frances L. Ilg, M.D. and Louis Bates Ames, Ph.D. ..... PHS-CWF
Parents' World—5tw-350-400-mim—Dr. Eve Jones ..... BON
Patents—Sat-500-wire— Stacy Jones ..... NYT
Past Sixty—w-sw-700-man—Meg Hale .... HAL
Patt-O-Graphs—dexS-var-50-125-mim-ill— Dave Patterson ..... PAT
People and Problems—d-150-500-man— Martin J. Ross ..... LAW
People Are Funny—dexS-100-mim— Art Linkletter ..... CF-MIL
Personal Finance—2tw-700-wire— Hy Maidenberg ..... NYT
Personality Spotlight—dexS-400-wire— Staff ..... UPI
Pet Doctor—d-1c6-mat—Dr. A. W. Moller ..... APN
Pet Notes—w-1000-man—Dr. Laniel ..... CHR
Pet Talk—d-400-500-mim— Dr. Charles Moon, DVM ..... GHS
Point of View—w-600-man— Norma Gleason ..... GLE
Pointers and Patterns—S-tps-hpt-mat-ilm—Polly Cramer ..... NEA-DNB
Political Parade—w-1000— Davis S. Broder ..... LTWP
Politics & People—Political column—w-3c-1c-orp—Thomas O'Neill ..... FJM
Polyanna—d-w-sw—Staff ..... MOF
Potomac Fever—d-200-man— Jack Wilson ..... RTS
Public's Opinion, The—w-500-mim— John Kraft ..... NNS
Pull Up a Chair—5tw-500-man-tape— Frank Jay Markey ..... MCN-CWF
Put It In Writing—dS-500-mim— Joanne Jordan ..... JOR
Putting My Knows to the Grindstone!— w-4c5"-man; S-ps-pt-hps— Frank Del-Witt ..... HT
"Quote & Unquote" humorous capsule book reviews—w or dexSat.-600w-100d-mim—Edwin T. Grandy ..... GHF
Quotes From the News—6tw-200-wire— Staff ..... UPI
Rafferty Column—w-500-mim—Dr. Max Rafferty ..... LAT
Rainespout—w-700-mim-some 7x9-8x10 glossy photos supplied—Sandy Raines .... RA
Ralph McGill Column—dS-650-mim-tape —Ralph McGill ..... PHS-CWF
Ramblin' Veeck—w-750-mim— Bill Veeck ..... PHS-CWF-MIL
Reader's Courtroom—dexS-300-mim-tape— Henry B. Rothblatt, LL.D. ..... GFC
Real Estate—w-500-wire—John Pierson .. UPI
Red World, The—w-500-mim— Mark Gayn ..... TSS
Religion—w-500-wire-(for afternoon papers)—Louis Cassels ..... UPI
Religion In Review—w-2000-mim— Staff ..... RNS
Reppertee—S-800-mat-ill-orp— Ralph Reppert ..... FJM

CARTOONS, PANELS

BOY AND GIRL—Sophisticated pantomime humor at its best is the specialty of John Henry Rouson, creator of BOY AND GIRL. This scintillating feature is produced in a 2-squares format that may be utilized either vertically or horizontally on comic pages or ROP six times a week. Its situation humor based on biplay between the sexes always rates high readership attention.

BUSINESS DAZE—From the drawing boards of a group of the nation's most famous artists come the cartoons selected for this daily 1-column panel. It's the perfect feature for business or financial pages. The humor is based on the world of business, from home workshop to Wall Street. Each panel is produced exclusively for newspapers under the supervision of Charles Preston, editor of dozens of specialized humor books.

HEY SWINGY—The modern teen-ager is the subject of HEY SWINGY, the daily comic strip that presents the zany and laughable antics of a typical teen-age girl, "Swingy," and her friends. Produced by Jan Green, who has two teen-age daughters, HEY SWINGY has instant appeal for the entire family. It is as up-to-date as the miniskirt, as popular among readers as hot dogs at a football game and as vital to your newspaper as kids to the PTA.

JEFF COBB—The *only* comic strip that does a public relations job for newspapers while supplying superb entertainment for readers. JEFF COBB is the creation of top artist and writer Pete Hoffman. His expertly drawn characters and fast-paced episodes, based on actual newspaper crusades, provide exciting entertainment for millions. Released in 4-column mats for six-a-week publication, JEFF COBB is true adventure at its best.

JOSEPHINE—Everybody but her parents thinks Josephine is a scream! She is the mischievous miss who delights millions of readers daily. Drawn by Charles Skiles, JOSEPHINE is the daily 1-column panel that invokes instant reader reaction from a combination of clever art and rollicking good humor. With readers, JOSEPHINE is a case of love at first sight.

LADIES DAY—Another leading cartoon panel from the studios of the famous sportsman and humorist, John Henry Rouson, LADIES DAY takes a look at the distaff side of the sports world, with laughable results. Excellent for sports pages, it is fully matted in 1-column space-saving size for six-times-a-week release. It is ideal as an extra added attraction and will win new readers for your newspaper.

LI'L ONES AND **WEE WOMEN**—Here are two highly successful little panels that provide big humor in midget space. Both LI'L ONES and WEE WOMEN give greater entertainment impact than most of their oversized contemporaries. Each is only 1-column by 2 inches, produced seven times a week, fully matted. The humor in LI'L ONES revolves around the antics of kids in a world dominated by adults. In WEE WOMEN, it's the foibles of the female of the species that create chuckles and keeps readers laughing. Editors find these little features fit almost anywhere, and some newspapers spot both on page one. Artist Jim Whiting takes a fatherly interest in both LI'L ONES and WEE WOMEN. Since the Whitings have five "li'l ones," Jim knows what makes for family fun and frolic.

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AND COMIC STRIPS

LITTLE EVE—The only woman in the world who never talks is the ideal comic strip for women's pages—or top of comics page. LITTLE EVE is a half-size pantomime strip written by Jolita and produced in the studios of master pantomime artist John Henry Rouson. It is wholesome family humor at its sophisticated best. It is in 4-column mats, six times a week.

LITTLE SPORT—The sports feature that provides more impact in less space is LITTLE SPORT. Its superb pantomime humor by John Henry Rouson entertains sports fans in nearly every nation of the world. It has been a perennial favorite with readers for more than 10 years, whether it appears on sports pages or on regular comic pages. Half-size format in 4 columns, it is for six-a-week publication.

MR. TWEEDY—For the best entertainment value in comic panels, MR. TWEEDY has no peer. He wins the hearts of readers wherever he appears, in both large and small dailies around the world. In one recent newspaper survey of 50,000 circulation, MR. TWEEDY showed 10% higher readership than any other feature—panel, comic strip or column! Produced by Ned Riddle six times a week in 2-column size, MR. TWEEDY provides consistent high quality humor through its strong central character whose role of the underdog is immediately appreciated by all readers.

SENATOR CAUCUS—While most politicians make news only occasionally, one senator brings daily humor to readers with his legislative bumbling, wheeling and dealing grandstand activities. He is SENATOR CAUCUS, the popular cartoon creation of Pete Wyma, a humorous sensation for comic pages or editorial pages. Your readers will win handsomely if you cast your vote for this unique 2-column daily panel.

TV TEE HEES—The natural choice of editors for daily TV pages and week-end magazine sections or comic pages is TV TEE HEES. The panel zeroes in on television, spoofs its shortcomings and applauds its occasional bright spots—and provides instant humor. The fresh approach of artist Henry Scarpelli continues to win new fans for TV TEE HEES. Although television may usually be a 'vast wasteland,' it's a fertile field for humor as created by Scarpelli's clever approach. Available in 1-column-square space-saving size for seven times a week.

WHY WE SAY—From the youngest to the oldest readers, the natural curiosity and interest in words and their origins are interestingly covered by WHY WE SAY. The background of commonly used expressions and superstitions is fully explained. Strikingly illustrated, each WHY WE SAY release gets immediate attention. Its 1-column format takes advantage of small space to provide a lot of impact. Produced by Bob Morgan and Pete Hoffman, WHY WE SAY is fully matted for six times a week.

AD LIBS—This cartoon panel has been produced expressly as a brightener for the classified pages. AD LIBS will also help bring new advertisers to all pages while it entertains readers. Fully matted for six times per week publication in both 1- and 2-column classified page size, the panel is written by Larry Hurb with art by Jim Whiting.

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CLASSIFICATIONS OF FEATURES

Report From Europe—w-man—
Arthur Vesey ..... CTN
Report From Washington—3tw-man—
Walter Trohan ..... CTN
Report on Labor—sw-500-mim—
John Herling ..... NNS
Reston Column—S-750-wire—
James Reston ..... NYT
Romantic And True—w-400-500-mim—
Gordon Langley Hall ..... GHS
Rossant Column—wed-500-wire—
M. J. Rossant ..... NYT
Round Up of World News—w-var-mim—
David Horowitz ..... WUP
Rowan Column—3tw-750-mim—
Carl T. Rowan ..... PHS-CWF
Roy Wilkins Column—w-750-mim—
Roy Wilkins ..... RTS
Rusk Column—S-500-wire—
Dr. Howard Rusk ..... NYT
Rx For Sick Marriages—dexS-50-mim—
Dr. Connor G. Cole ..... CF-MIL
Sahara Bulletin—sm-var-mim ..... AFP
Salute—w-700-mim—Jerry T. Baulch .... APN
Say It Straight!—w-600-mim—
Victor Lasky ..... NANA-CWF
Schwarzer Caricature Service—20 per mo.-1c-mat-ill—Lothar G. Schwarzer NNS
Science Column—S-500-wire—
Walter Sullivan ..... NYT
Science and You—S-400-wire—
Joseph L. Myler ..... UPI
Science Today—5tw-400-wire—
Delos Smith ..... UPI
Secrets of Charm—d-1c-2c-300-ill-ilm; S-4c8″-mat-tape—
John Robert Powers ..... NNS
Security for You & Veterans Guide—
3tw-400-mim—Martin E. Segal ..... APN
Senator Soaper Says—dexS-600-mim—
Harold Heffernan ..... NANA-CWF
Senior View, The—w—Sam Sicilliano .. SAS
Serving Seniors—2tw-425-mim—
Esther & David Elston ..... CTN
Shape of the News—w-700-mim—
Edward P. Morgan ..... NE
Silver Lining—w-650-mim—
Rabbi Samuel Silver ..... SAF
Slim Chance University—w-3c-4c-150-600-mat-ill-mim—David S. Patterson ..... PAT
Small Worlds Around Us—d-500-mim—
Lynn M. Watkins ..... RTS
Smart Set, The—6tw-mim—
Suzy Knickerbocker ..... KFS
Smith, Cecil (Drama) ..... LTWP
So That's Why—w-man—Gwen Morgan .... CTN
Social Assignments—Staff ..... CNS
Solunar Tables—w-500-mim-ilm—
Richard Alden Knight ..... RTS
Southwest Features—Staff ..... CNS
Space Age Report—6tw-400-mim—
Frank Macomber ..... CNS
Space I. Q.—dexS-500-mim—
William Weiser ..... CF-MIL
Spanish Language Report—w-450 ..... CNS
Speaking Frankly—tw-500-mim—
Mary McGrath ..... UFS-UPC
Sport Scene—3tw-2c7″-man-mim—
Lee James ..... JL
SportShelf—w-1c6″-man-mim—Jeff Lee .... JL
Sports Before Your Eyes—d or w—
Harry S. Donen ..... DHS
Sports Columns—3tw—
Jack Murphy & Paul Corcoran ..... CNS
Sports Postpaid—w-1c9″-man-ill—
Milt Miller ..... JL
Spotlight On Education—w-3tw-d&S-750—
Arthur S. Green ..... GRE
Spotlight On Education—w800-mim—
Dr. Benjamin Fine ..... NANA-CWF
Squirrel Cage—5tw-mim—
Douglass S. Welch ..... KFS
Stamp & Coin News From America—
w-500-offset ..... WEI
Stars and Lovers (Questions & Answers)—
w-3c-1000-mim—Cullen Moore ..... CMS
State of Affairs—3tw-700-mim—
Clayton Fritchey ..... NE
Steinbeck Letters—irreg-800—mim—
John Steinbeck ..... NE
Stitchin' Time—w-2c-ill-ilm—
Joanne Schreiber & Judy Love .... NEA-DNB
Strength For Today—dexS-250-mim—
Dr. Earl L. Douglass ..... CF-MIL
Strictly Fresh—w-150-1c4″-man-mat-ill—
Staff ..... NEA-DNB
Strictly Personal—5tw-500-mim-tape—
Sydney J. Harris ..... PHS-CWF-MIL
Stories Behind Words—dS-125-mim—
Wm. S. Penfield ..... WHE
Sugar and Spice—dexS-30-mim—
Elinor K. Rose ..... AF
Sugar and Spice—w-600-orp-mat—
Bill Smiley ..... TNS
Sulzberger Column—3tw-750-wire—
C. L. Sulzberger ..... NYT
Sum and Substance—w-750-mim—
Rev. John B. Sheerin, C.S.P. ..... NCW
Sunday School Lesson—S-750-mim—
Dr. Earl L. Douglass ..... CF-MIL
Susanna's Family Fare—5tw-400-mim—
Helen Parrett—C11 ..... TNS
Suzy Says—6tw ..... CTN

Swinging Set—3tw-300-500-mim-tape—
Sylvie Reice ..... PHS-CWF
Take It Or Leave It—3tw-600-mim—
Ernest Cuneo ..... WNS
Teen Fashions—w-400-mim—
Lynne Houser ..... CNS
Teen Manners—w-400-mim—
Pat Davis ..... CNS
Teen Talk—3tw-500-mim—Susan ..... LAT
Television Column—S-500-wire—
Jack Gould ..... NYT
Television Informer—w-550-mim—
John Austin ..... HIS
Teen-age Mail—3tw-500-mim-on tape—
Dorothy Ricker ..... RTS
Teenagers Say—w-1000-mim—
Lester Rand ..... YR
Test Your English—d-200-mim—
Carroll H. Jones ..... RTS
That's For Sure—3tw-400-mim—
Charles G. Griffo ..... TPI
The Battle and The Breeze—5tw-600-
mim—Celestine Sibley ..... WNS
The Doctor Says—Medical Column—
5tw-550-2c7″-man-tape—
Wayne G. Brandstadt, M.D. ..... NEA-DNB
The Hollywood Current—w-500-man—
Pete Johnson ..... PSS
The Justice Said—3tw—100-mim—
M. R. Williams ..... LAT
The "Low Down" From the Congressional Record—w-600-orp—Joe Crump ..... CRU
The Lighter Side—5tw-400-wire—
Dick West ..... UPI
The Morrie Ryskind Column—2tw-750-mim—Morrie Ryskind ..... WSS
The Needle—6tw-100-mim—
Harold Coffin ..... APN
The New York Current—w-500-man—
Linda Gutstein ..... PSS
The News and You—tw-400-mim—
Robert W. Brown ..... BRN
The Now People—sm-350-2c5″-man-ill-ilm—Aileen Snoddy ..... NEA-DNB
The Park Bench Philosopher—tw-var-mim-ill—David S. Patterson ..... PAT
The Sixties—w-750-mim—
William Wallace ..... WAL
The Teacher—3tw-300-mim—
CNS Correspondent ..... CNS
The Well Child—Medical Column—w-550-
2c7″-man-tape—
Wayne G. Brandstadt, M.D. .... NEA-DNB
The Woman Traveler—w-600-mim-ill—
Frances Koltun ..... PHS-MIL-CWF
The Worry Clinic—d-2c-mat-mim—
Dr. George W. Crane ..... MCM-CWF
Theatre—S-700-man—William Glover .... APN
Theatre—S-500-wire—Walter Kerr ..... NYT
Theatre Personalities—w-750-mim—
George Oppenheimer ..... NE
These Days—5tw-mim—John Chamberlain KFS
These Rights Are Yours—3tw-500-mim—
Porter B. Williamson ..... TPI
They Said That It Couldn't Be Done—
cont-var-man—T. Jerome Bishop ..... BIS
Things We Say—w-150-1c7-ill-mat—
Ruby Shannon ..... NEA-DNB
this an' that—w-tape—Earl Akin ..... TER
This World of Ours—w-750-mim—
Richard F. Pattee ..... NCW
Three Minutes A Day—dS-150-man—
James Keller ..... MCN-CWF
Through The Looking Glass—d-1,000-mim—News Portraits ..... NP
Timely Quotes—dexS-150-1c3½″-man-tape—Celebrities ..... NEA-DNB
Tips—w-mat-orp-1c-2c—
Ken Reynolds ..... REY
Tips for Teens—tw-300-ilm—
Elinor Williams ..... MCN-CWF
To Be Equal—w-600-mim—
Whitney M. Young, Jr. ..... NAT
To The Point—5tw-350-mim-tape—
Russell Kirk ..... GFC
To Your Good Health—dS-500-mim-tape—
Dr. Joseph G. Molner ..... PHS-CWF-MIL
Today Abroad—3tw-600-mim—
Flora Lewis ..... NE
Today's Education—S-750-mim—
Dr. Robert E. Wilson ..... CF-MIL
Today's Index—dS-1½″-mat—
Dick Peeples ..... AF
Today's Sports Parade—6tw-400-wire—
Milton Richman ..... UPI
Today's Teens—w-300-mim—Lester Rand .. YR
Today's Women—sw-500-by wire—
Joy Miller ..... APN
Tom Duggan—d-mim—Tom Duggan ..... KFS
Tomorrow's Bridge Today—dS-500-mim-ilm—
William Seamon ..... RTS
Tomorrow is Friday—w-700-mim—
Virginia Myers ..... HNF
Top View—tw-400-mim ..... MCN
Topical Medicine—1rr-var-mim ..... AFP
Topics—1rr-var-mim ..... AFP
Totaling Things Today—w-300-man—
Cameron Sequoyah ..... SEQ
Travel Column—w—Richard Joseph ..... CTN
Travel Informer—w-350-mim—
Julian Osberg ..... HIS
Traveler's Clearing House—w-2c12″-man-tape-ilm—Stevie Bonsavage ..... NEA-DNB
Trials and Tribulations (Legal)—3tw-300-mim—Florence K. Parker ..... AD

Tricks Of The Trade—w-ill-mat-mim—
Dan Tyler Moore ..... BM
Truth for Today: Let's Ask The Bible—
d-400-mim—A. G. van Campen ..... GS
Try And Stop Me—6tw-mat-proof—
Bennett Cerf ..... CP-KFS
Turnrow Tunkel—d-100-man—
O. C. McBride ..... CTN
TV Notebook—w-450-550-4c6½″-man-ill-ilm-tape—Joan Crosby ..... NEA-DNB
TV Personalities—d-300-man-ill-ilm—
Frank Langley, Stan Maays ..... NEA-DNB
TV Preview for Next Week—w-500-600-man ..... NEA-DNB
TV Scout—Television Preview Service—
d-500-600-man ..... NEA-DNB
Two Minute Mystery—d-w-300-350-mim—
24 part series-col-mim—Donald J. Sobol TM
U-Bild Enterprises—dS-var-man-mim-ill—
Steve Ellingson ..... DF
U-Bild-It—dS-var-man-mim-ill—
Steve Ellingson ..... UB-MS
Under Twenty—w-8 separate cols.-500-mim—Kurt Larson and others ..... CF-MIL
United Nations News—tw-2c5″-man—
Arthur Gershon ..... CMI
U.N. Features—w-ind-500-750-mim-man-var—Charles P. Howard, Sr. ..... HNS
U. N. Letter—w-800-mim—Saul Carson.....JTA
Variety—1rr-var-mim* ..... AFP
Vaughan at Large—3tw-600-mim—
Bill Vaughan ..... BM-DNB-MIL
Video Vignettes—w-2c5″—
Marcia Michels ..... AMF
Views of Sport—5tw-900-mim—
W. W. "Red" Smith ..... PHS-CWF-MIL
Vincent Price On Art—w—Vincent Price CTN
Vintage Years, The—w-4c(separate)-500-mim—R. O. Beckman ..... CF-MIL
Vinetas Norte Americanas—w-2c-tab-
(In Spanish)—Horacio Estol* ..... PPN
Voice of Broadway—6tw-mim—
Jack O'Brian ..... KFS
Washington—w-500-mim-var—
Vera Glaser ..... WNS
Washington Beat—S-800-mim-tape—
Leslie Carpenter ..... PHS-CWF
Washington Calling—tw-700-mim-tape—
Marquis Childs ..... UFS-UPC
Washington Capital News Service....
6tw ..... UPI
Washington Column—dexS-600-2c10″-man-tape—Bruce Biossat, Ray
Cromley ..... NEA-DNB
Washington Insight—3tw-700-mim—
Joseph Kraft ..... PHS-CWF-MIL
Washington Merry-Go-Round—dS-600-mim-tape—Drew Pearson ..... BM-DNB-MIL
Washington News Notebook—w-600-1000-3c6″-man-tape-ill-ilm—
Dave Burgin ..... NEA-DNB
Washington Scrapbook—w-man—
Walter Trohan ..... CTN
Washington Wonderland—S-var-by wire-mim-man—Ruth Montgomery ..... HHS
Watch Dog—w—Staff ..... MOF
We Like This Plan Because . . .—w-2c-3c-mat-orp-ill—Hiawatha Estes ..... NPB
Week In Finance—S-500-wire—
Thomas Mullaney ..... NYT
Week in Religion, The—w-900-var-mim—RNS
Week in Review, The—w-500-wire—Staff.... UPI
Western and Equatorial Africa—sm-var-mim ..... AFP
What About Retirement—2tw-500-mim—
Frank Corrick ..... CNS
What Kind of World?—w—Dr. Robert Maynard Hutchins ..... LAT
What Would You Do—IF . . . ?—
cont-var-man—T. Jerome Bishop ..... BIS
What Young People Think—w-600-ilm—
Nancy Gilbert ..... APN
What's Happening To (Name)—
w-520-man—Various ..... PSS
What's In Your Name?—3tw-350-400-mim-mat—Sanson Institute of
Heraldry ..... AD
What's Your Problem?—d-w-500-mim—
Linda Lawrence ..... RFS
Who's Happening—w-500-man—
Various ..... PSS
Why Get Old—Benefit by Age Control—
w-500-mim ..... BNH
Why Grow Old?—dS-500-mim-tape-ill—
Josephine Lawman ..... RTS
Wicker Column—3tw-750-wire—
Tom Wicker ..... NYT
Widener Column—3tw-mim—
Alice Widener ..... USA
William S. White Column—Washington—tw-650-mim-tape—William S. White UFS-UPC
Win At Bridge—dexS-400-1c12-ill-ilm-man-tape—Oswald & Jim Jacoby NEA-DNB
Wisdom in the Street—2c4″-2c6″-mim
—Charles Rehns ..... REH
Woman to Woman—5tw-400-wire (for morning papers)—Patricia McCormack ..... UPI
Women Now—5tw-man—Dorothy Roe .... CTN
Women's Wear Daily—d-var-ill ..... FA
Women's World—w-500-mim ..... WNS
Wonderful World of Animals—
d-500 or S-800-mim-ilm—Dr. Frank
Miller, D.V.M.; Hubert Buel, Artist CHR

Working Girl's Notebook—5-tw-man—
Marion Odmark ..... CTN
World Affairs—w—Vice Adm.
Ruthven E. Libby ..... CNS
World Affairs Questions—w-600-800-mim—Edgar Ansel Mowrer ..... NANA-CWF
World This Morning, The—6tw-500-wire—
Staff ..... UPI
World Today, The—dexS-500-by wire—
James Marlow ..... AFS
World's Week—w-500-mim—Copley
News Service ..... CNS
Worry Clinic, The—dexS-mim-650-man-ill-ilm-tape—Dr. George W. Crane ..... HPS
Writer's World—fn-800-ill-mim—
Morton Serf ..... EUR
Yardstick, The—w-750-mim—
Msgr. George G. Higgins ..... NCW
Years of Fulfillment—w-600-800-mim—
Henriette Kish ..... WNS
You and the Law—d-300-500-man—
Martin Ross ..... LAW
You, Your Child and School—w-500-wire—
David Nydick ..... UPI
Young Hobby Club—d ex S-250-1c-mim-ilm—Cappy Dick ..... PHS-CWF-MIL
Young Ideas—w-600-mim—Jeanne Sakol .. WNS
Young Moderns—w-400-man-ill-ilm—
Vivian Brown ..... APN
Your Baby & Mine—d-500-mim-tape; S-600-mim-tape—Myrtle Meyer Eldred .. RTS
Your Dental Health—w-550-2c7″-man-tape—Dr. William Lawrence ..... NEA-DNB
Your Education Forum—w-600-mim—
Dr. Benjamin Fine ..... NANA-CWF
Your Family and You—d-500-mim-ill—
Dr. Paul Popenoe ..... NNS
Your Income Tax—w-sea-500-mim—
Arnold Mandel, C.A. ..... TRS
Your Life And Mine—3tw-500-mim—
Phyllis Mitchell ..... MIT
Your Money's Worth—5tw-600-mim-tape
—Sylvia Porter ..... PHS-CWF
You're Telling Me—6tw-proof-mat—
William Ritt ..... CP-KFS
You're The Skipper—w-500-ill-mim—
John Bohannan ..... PHS-CWF-MIL
Youthful Viewpoint, The—w-1000-mim—
Lester Rand ..... YR

12—COMICS

Abbie An' Slats—d-4c2⅛″-5c2⅝″; S-hps-tp-pt—mat—Raeburn Van Buren....UFS-UPC
Aggie—d-4c; S-tps-hpt-mat—
Roy Fox ..... CTN
Air Hawk—dS-hps-ilm—Alan Foley
(Australia) ..... BPS
Akwas—S-hps-tps-pt-mat—Mike
Roy ..... CF-MIL
Alley Oop—d-4c2⅛″-mat; S-hps-tps-pt-hpt-mat—V. T. Hamlin .... NEA-DNB
Americana—tw-500-mim—John Sinor .... CNS
Andy Capp—d-4c2⅛″-5c-2⅝″;S-tps-hpt-mat—Reggie Smythe ..... PHS-CWF
Andy Capp—w-hpt-tps-mat—Reg. Smythe MIL
Apartment 3-G—d-4c—5c; S-pt-hps-tps-mat—Alex Kotzky ..... PHS-CWF-MIL
Archie—d-4c; S-pt-hps-tps-½t-qph-mat—
Bob Montana ..... KFS
Art Column—S-750-wire—
John Canaday ..... NYT
Avengers, The—dS-hps-ilm—R. Dickens
(London) ..... BPS
B.C.—d-4c-5c; S-pt-hps-tps-mat—
Johnny Hart ..... PHS-CWF
Babe 'n' Horace—S-hps-hpt-mat-ill—
Lee Carroll ..... NEA-DNB
Barney Google and Snuffy Smith—d-4c; S-hps-tps-pt-qph—Fred Lasswell ..... KFS
Batman & Robin—dS-4c-5c-hps-tps-pt-mat-orp—Bob Kane ..... LED
Bat Masterson—d-4c-S-hps-tps-pt-mat—
Herron and Nostrand ..... CF-MIL
Beetle Bailey—d-4c-5c; S-tps-hps-pt-mat—Mort Walker ..... KFS
Berrys, The—d-4c; S-pt-hps-tps-mat—
Carl Grubert ..... PHS-CWF
Better Half, The—d-2c2½-mat; S-pt-hpt-tps-mat—Bob Barnes ..... RTS
Big Ben Bolt—d-4c-mat; S-hps-tps-pt-mat—John Cullen Murphy ..... KFS
Big George—d-2c-ilm; S-pt-hps-tps-mat—
Virgil Partch ..... PHS-CWF
Big Sister—d-4c-5c—Bob Naylor ..... CP-KFS
Bigger Than A Breadbox—ind-12 pt. series-man-min—Steve Allen ..... DDS
Blondie—d-4c-5c; S-hps-tps-pt-mat—Chic Young ..... KFS
Blue Chips—d-3c-mat—
Morrie Brickman ..... BM-DNB-MIL
Bobby—d-4c; S-hps-pt-mat—Jerry Iger..... FF
Boots—S-hps-tps-hpt-mat—
Les Carroll ..... NEA-DNB
Boy and Girl—dexS-2c2″-mat—
John Rouson ..... GFC
Brenda Starr—d-4c-5c; S-tps-pt-mat—
Dale Messick ..... CHS
Brick Bradford—d-4c; S-pt-hps-tps-mat—
Paul Norris ..... CP-KFS
Bringing Up Father—d-4c; S-pt-hps-tps-mat—Kavanagh-Fletcher-Camp ..... KFS
Bugs Bunny—d-4c2⅛″-mat; S-hps-tps-pt-mat ..... NEA-DNB

Bunion—d-3c1½; d-4c2¼-mat—Jack Martin ..... TSS
Bunion—d-3c-4c-mat—Jack Martin ..... NNS
Buz Sawyer—d-4c-5c; S-hps-tps-pt-¼ horizontal-mat—Roy Crane ..... KFS
Capitaine Bonvent—dexS-4c2"-mat—P. J. Kuhn ..... DWL
Cappy Dick—S-pt-hps-tps-mat—Cappy Dick ..... PHS-CWF
Captain and the Kids, The—*S-hps-tps-pt-hpt-mat—Rudolph Dirks ..... UFS-UPC
Captain Bob's Adventures—d-7¾"x2¼" (also 7"x2")-glossy-mat-plastic plates separate-mim text ..... VAZ
Captain Easy—d-4c2⅛"-mat; hps-tps-pt-hpt-mat—Leslie Turner ..... NEA-DNB
Captain Kate—d-4c; S-tps-hps-pt—Jerry and Hale Skelly ..... KFS
Carnival—d-2c5½"; S (plus Mr. Merry weather)-hps-tps-pt-mat—Dick Turner ..... NEA-DNB
Carol Day—d-4c-orp-mat—David Wright ..... PPN
Cartoon Page—w-var-pt-mat-orp—Staff.... TNS
Channel Chuckles—d-1c3¾-ilm; S-hps-tps-pt-mat—Bil Keane ..... RTS
Chief—d-4c-mat—Joe Dawley ..... MCN-CWF
Children's Books—m-2ps-mat-orp—Famous Authors ..... SPS
Children's Tales—S-hps-pt—Various Authors ..... MCN-CWF
Cicero's Cat—S-6"-tps-mat—Al Smith ..... BM-DNB-MIL
Cisco Kid—d-4c-mat—Jose Luis Salinas and Rod Reed ..... KFS-RGB
Color Comic Sections—w-var-std & tab KFS
Color Comic Sections—S-ps-pt ..... NEA-DNB
Color Comics—S-ps-hps-tps-pt-hpt-mat—Various NEA Artists ..... NEA-DNB
Color Comics—w-pt-tps-hps-ht-qph—KFS Artists ..... KFS
Color Comic Sections—S-ps ..... ATF
Coloring College—S-hpt-B&W-mat—Matt Carson ..... CTN
Dan Flagg—d-4c2¼"-mat (S-tps-hps)—Don Sherwood ..... BM
David Crane—d-4c2⅛"-5c2⅝"—Creig Flessel ..... PHS-CWF
Davy Crockett, Frontiersman—d-4c; S-hps-tps-pt-mat—Jim McArdle ..... CF-MIL
Davy Jones—*dexS-4c2⅛"-mat—Sam Leff ..... UFS-UPC
Debbie Deere—dS-4c-5c-tps-hps-pt-mat—Frank Bolle ..... MCN-CWF
Deems—w-4c2"-mat-glossy proof—Tom Oka ..... SM
Dick Tracy—d-4c-5c; S-hps-pt-mat—Chester Gould ..... CTN
Disney Treasury of Classic Tales—S-hps-tps-pt-mat—Walt Disney ..... KFS
Doc Savage—dS-4c-5c-hps-tps-pt-mat-orp—Staff Artists ..... LED
Dolly—dexS-2c4⅛"-mat—Bill Williams ..... PHS-CWF
Donald Duck—d-4c; S-hps-tps-¼ box-qph-mat—Walt Disney ..... KFS
Dondi—d-4c-5c; S-hps-tps-pt-mat—Gus Edson and Irwin Hasen ..... CTN
Doodle-It-Yourself—S-2c10"-mat—Crosby Walter ..... DF
Dr. Kildare—6tw-4c-5c-mat; S-hps-tps-pt—Ken Bald ..... KFS
Dr Sam and the Spacemasters—d-4c-5c; S-hps-tps-pt; mat-orp—Jim Westermann ..... EBS
Dotty—d-4c; S-pt-hps-tps-mat—Buford Tune ..... PHS-MIL-CWF
Drift Marlo—6tw-4c2½"-mat—Tom Cooke & Phil Evans ..... COO
Drummond Column—4tw-800-mim-tape—Roscoe Drummond ..... PNS-MIL-CWF
Eb and Flo—d-4c2⅛"; S-hps-tps-pt—Paul Sellers ..... UFS
Eek & Meek—d-4c2⅛-mat; S-hps-tps-pt-mat—Howard Schneider ..... NEA-DNB
Emmy Lou—d-2c4¼"-1c2"; S-hps-tps—pt-hpt-mat—Marty Links ..... UFS-UPC
Etta Kett—d-4c-5c—Paul Robinson.... CP-KFS
Family Circus—d-2c4-3c6¼-mat; S-tps-mat—Bil Keane ..... RTS
Fan Fare—d-1c6½-3c; S-hpt-tps-mat—John Fischetti ..... PHS-MIL-CWF
Feiffer—w-5c4⅝"-6c5 1/16"-mat—Jules Feiffer ..... PHS-CWF
Ferd'nand—*d-4c2⅛"; *S-hps-tps-pt-hpt-mat—Mik ..... UFS-UPC
Flamingo—d-4c; S-hps-pt-mat—R. A. Roche and John Thornton ..... PF
Flash Gordon—d-4c-mat; S-pt-hpt-tps—Dan Barry and Mac Raboy ..... KFS
Flibbertys, The—d-4c; S-tps-hpt-mat—Ray Helle ..... CTN
Flintstones, The—dS-4c-5c-pt-hps-tps-mat—Hanna-Barbera Productions MCN-CWF
Flop Family—d-4c—George O. Swanson KFS
Flubs & Fluffs—S-hpt-mat—Jerry Robinson ..... CTN
Forever Female—S-pt-hps-tps-mat—Eugene Craig ..... DF
Frank & Ernie—d-4c-mat-orp—Ed Meyers ..... LED
Freckles and His Friends—d-4c2⅛"; S (plus Hector)-hps-tps-hpt-mat—Henry Formhals ..... NEA-DNB
Fred Bassett—dexS-4c2 1/16"; 5c2 1/16"-mat—Alex Graham ..... PHS-CWF
Freddy—d & S-4c2½"-mat-tps—Rupe ..... MIL-WSS
Fritzi Ritz—S-hps-tps-pt-hpt-mat—Ernie Bushmiller ..... UFS-UPC
Frontiers of Science—5tw-4c2½"-5c3"-ill-mat—Andrea Bresciani, Robert Raymond & Stuart Butler, Ph.D. ..... LAT
Fun and Games—w-hps-ilm—T. R. Green (Switzerland) ..... BPS
Funland—S-hps-pt-tps-mat—Arthur Nugent ..... BM-DNB-MIL
Gasoline Alley—d-4c-5c; S-hps-tps-pt-hpt-mat—Frank King, Dick Moores (daily), Bill Perry (Sunday) ..... CTN
Geraldine—3tw-4c-mat—Elizabeth Brozowska ..... NNS
Giants, The—d-4c2"-mat—McDayter & McCormick ..... TNS
Gil Thorp—dexS-4c-5c-mat—Jack Berrill ..... CTN
Good Old Days, The—w-3c4"-4c5⅝"; S-hpt-mat—Erwin L. Hess ..... UFS-UPC
Good Old Days & Antique Fair—S-tps-mat—Erwin L. Hess ..... UFS-UPC
Gordo—d-4c2⅛"; S-hps-tps-pt-mat—Gus Arriola ..... UFS-UPC
Grandma—d-4c-mat; S-pt-hps-tps—Charles Kuhn ..... KFS
Grandpa's Boy—w-4c2"-mat-glossy-proof—Brad Anderson ..... SM
Grin and Bear It—d-2c-3c; S-hps-pt-tps-mat—George Lichty ..... PHS-CWF-MIL
Grubby—w-4c2"-mat-orp—Warren Sattler SM
Gully Foyle—S-hps-tps-pt-mat-orp—Stanley Pitt & Reginald Pitt ..... LED
Hairbreadth Harry—dS-4c-5c-hps-tps-pt-mat-orp—Joseph Petrovich ..... LED
Hapless Harry—d-4c-mat—George Gateley CTN
Have Fun!—w-1c11"-mat—Lee Bryan and Rube Weiss ..... BPF
Hawk, The—d-4c-mat—Rod Maxwell and Bob Webb ..... PF
Heart of Juliet Jones, The—d-4c-5c-mat; S-hps-tps-pt-qph-pt—Stan Drake ..... KFS
Henry—d-4c; S-pt-hpt-tps-qph-mat—Carl Anderson ..... KFS
Here's Mom—w-2c-mat—Isabel ..... CTN
Hey, Swingy—6tw-4c2½"-mat—Jan Green GFC
Hi and Lois—d-4c-5c-mat; S-pt-hps-tps-¼ box-qph—Mort Walker and Dik Browne ..... KFS
How Does It Work—w-4c-mat—Bruce Bailey ..... CF-MIL
Hubert—d-2c-4c-S-pt-tps-hps-mat—Dick Wingert ..... KFS
Hystoria—dexS-4c-mat—Tom Shephard & Bob Cohn ..... AD
Jackson Twins, The—d-4c-5c; S-hps tps-mat—Dick Brooks ..... MCN-CWF
Jane Arden—d-4c2½"-5c2½"-mat—Bob Schoenke ..... RTS
Jeff Cobb—6tw-4c2½"-mat—Peter Hoffman ..... GFC
Jes' Smith—dexS-4c-mat—Johnny Pierotti ..... CF-MIL
Joe Palooka—d-4c; S-pt-hps-tps-mat—Ham Fisher ..... MCN-CWF
Johnny Hazard—d-4c; S-pt-hps-tps—Frank Robbins ..... KFS
Josephine—dexS-1c-mats—Charles Skiles ..... GFC
Josh Billings Sez—w-1c4"-mat—Rube Weiss ..... BPF
Judge Parker—d-4c-5c-mat; S-pt-hps-tps-mat—Dr. N. P. Dallis & Harold Le Doux ..... PHS-CWF-MIL
Julian of the Jungle—w-5c-6c; S-qps; mat-orp—Frederick Taran ..... EBS
Karen—dexS-4c-5c-mat-orp—Elizabeth Ann Safian ..... NE
Katzenjammer Kids—S-pt-hps-tps-mat—Joe Musial ..... KFS
Kerry Drake—d-4c-5c; S-pt-hps-tps-mat—Alfred Ambriola ..... PHS-CWF-MIL
Kevin The Bold—S-hps-tps-pt-mat—Kreigh Collins ..... NEA-DNB
Kitty Higgins—S-5c-7c-mat—Ferd Johnson ..... CTN
Laredo—d-4c2½"-mat—Bob Schoenke ..... RTS
Larry Brannon—d-4c-mat—Winslow Mortimer ..... NNS-TSS
Let's Make—S-2c-mat-orp—Ben Corey ..... HAR
Life With the Rimples—w-4c2¼"-ill-ilm—Les Carroll ..... NEA-DNB
Life's Like That—d-1c1⅞"-2c2⅞"; S-hps-tps-pt-mat—Fred Neher ..... BM-DNB-MIL
Li'l Abner—d-4c-5c; S-hps-tps-pt-mat—Al Capp ..... CTN
Lisons—30 wk. series-mat—French translation Le Comte De Monte Cristo ..... CF-MIL
Little Brother Hugo—S-7c-mat—Bill Perry ..... CTN
Little Eve—dexS-4c1¼"-mat—Jolita ..... GFC
Little Farmer—w-4c2"-mat-glossy proof—Kern Pederson ..... SM
Little Iodine—S-qps box-hpt-tps-qph-mat—Bob Dunn & Al Eisman ..... KFS
Little Joe—S-ps-mat—Robert Lemngwell ..... CTN
Little King—S-hps-tps-mat—Otto Soglow ..... KFS
Little Lulu—d-4c-mat—Marge ..... CTN
Little Orphan Annie—d-4c-5c; S-hps-pt-hpt-mat—Harold Gray ..... CTN
Little Pedro—d-4c-mat—William de la Torre ..... LAT
Little People, The—S-hps-tps-hpt-mat—Walt Scott ..... NEA-DNB
Little Sport—6tw-4c1¼"-mat—John Henry Rouson ..... GFC
Little Woman, The—d-1c-2c-mat; S-hps-tps—Don Tobin ..... KFS
Lola—d-4c-orp-mat—Inigo ..... PPN
Lolly—d-4c-5c; S-tps-hpt-mat—Pete Hansen ..... CTN
Lone Ranger—d-4c; S-hps-tps-pt—Paul Newman and Charles Flanders ..... KFS
Louie—d-4c1⅞"-mat; S-hps-tps-pt-mat—Harry Hanan ..... CTN
Love and Laughter—w-hps-ilm—Maria Molnar ..... BPS
MacDivot—dexS-4c-5c-mat—Mel Keefer and J. Lansky ..... CTN
Mandrake The Magician—d-4c; S-pt-hps-tps-mat—Lee Falk and Fred Fredericks KFS
Manny From Mars—w-1c-2c-ill—Fred Treadgold ..... BPS
Mark Trail—d-4c2⅛"-5c2⅝"; S-pt-hps-tps-mat—Ed Dodd ..... PHS-CWF
Marmaduke—d-1c-2c-ilm—Brad Anderson and Dorothy Leeming ..... NNS
Mary Worth—d-4c-5c; S-pt-hps-tps-mat—Allen Saunders and Ken Ernst ..... PHS-CWF-MIL
Matt Marriott—d-4c-orp-mat—Tony Weare ..... PPN
Maw Green—S-5c-7c-mat—Harold Gray.... CTN
McGurk's Mob—desS-700-mim-orp—Mike McGurk ..... NE
Mickey Finn—d-4c-5c; S-hps-tps-pt-mat—Lank Leonard ..... MCN-CWF
Mickey Mouse—d-4c; S-hpt-hps-tps-qph-mat—Walt Disney ..... KFS
Minute Mechanics—S-2c-at-orp—Ben Corey ..... HAR
Miss Peach—d-4c; S-hps-tps-mat-pt—Mell ..... PHS-MIL-CWF
Mister Breger—d-2c; S-pt-hps-tps—Dave Breger ..... KFS
Moco—d-4c-mat-Moco (Mogensen and Cornelius) ..... LAT
Mona—d-8"2 1/16"-glossy-mat-plastic plates separate mim text ..... VAZ
Moon Mullins—d-4c-5c; S-hps-pt-tps hpt-mat—Ferd Johnson ..... CTN
Moose—d-4c-mat/S-pt-hps-tps-mat—Bob Weber ..... KFS
Mostly Male—S-pt-hps-tps-mat—"Doc" Goodwin ..... DF
Mountain Boys, The—dexS-2c4⅜"-mat—Paul Webb ..... CF-MIL
Mr. Abernathy—6tw-4c-mat: S-pt-hps-tps-Ralston Jones and Frank Ridgeway ..... KFS
Mrs. Fitz—6tw-4c-mat—Frank Roberge ..... KFS
Muggs and Skeeter—d-4c-5c-mat—Wally Bishop ..... CP-KFS
Mutt & Jeff—d-4c2¼"-5c2⅞"; S-ps-hps-tps-mat—Al Smith .....BM-DNB-MIL
Nancy—*d-4c2⅛"-5c2⅝"; *-S-hps-hpt-tps-pt-mat—Ernie Bushmiller .... UFS-UPC
Nero Wolfe—d-4c; S-hps-tps-pt-mat—Rex Stout ..... CF-MIL
Nip and Tuck—w-var-ill—Fred Treadgold ..... BPS
Noon—dexS-4c-5c-mat—Rowland Wilson ..... CTN
Notes On The News—dexS-1c4¼"-mat—Charles Pearson ..... CF
Nubbin—d-4c-mat—James Burnett and Geo. Crenshaw ..... KFS
Odd Bodkins—d-4c2"-mat—Dan O'Neill ..... CHR
Odd-Ditties, Odd Facts in Verse—d-mim—Sterling Sherwin (ASCAP) ..... GHF
Off the Record—d-2c4 5/16-ilm; S-hps-tps-pt-mat—Ed Reed ..... RTS
Old Home Town—d-2c-3c-mat—Lee Stanley CP
On Stage—d-4c-5c; S-hps-tps-pt-mat—Leonard Starr ..... CTN
Otis—w-4c2-mat ..... NEA-DNB
Our Boarding House—d-2c3½"-2½"c4¼"-3c5"; S-ps-hps-tps-pt-hpt-mat—William Freyse ..... NEA-DNB
Our New Age—dexS-1c5⅝"-mat; S-pt-hps-tps-mat—Athelstan Spilhaus & Gene Fawcette ..... PHS-CWF
Out Our Way—d-2c3½"-2½"c4¼"-3c5"—Negley Cochran; S-ps-hps-tps-pt-hpt-mat—Walt Wetterberg ..... NEA-DNB
Package Deal—w-15 features-mat-glossy proofs ..... SM
Patrick—d-4c2½"-mat—Mal Hancock ..... MIL-WSS
Patrick Scott Entertainment—w-500-mim—Patrick Scott ..... TSS
Paul Temple—d-4c-orp ..... PPN
Peanuts—*d-4c1½"; S-hps-tps-hpt-pt-mat—Charles M. Schulz ..... UFS-UPC
Penny—d-4c; S-hps-tps-mat—Harry Haenigsen ..... PHS-MIL-CWF
Phantom, The—d-4c-5c; S-hps-pt-tps-mat—Lee Falk and Seymour Barry .... KFS
Pilote Tempete—dexS-4c2 6/16"-mat—Henk Sprenger ..... DWL
Play-Funnies—S-tps-mat ..... CTN
Pocket Cartoons—w-pkge of 10-1c2½"-mat—Selected Cartoons from Panel ..... CF-MIL
Pogo—d-4c2⅛"-5c2⅝"; S-pt-hps-tps-mat—Walt Kelly ..... PHS-CWF
Pointers and Patterns—S-tps-hpt-mat-ilm—Polly Cramer ..... NEA-DNB
Popeye—d-3c-4c; S-pt-hps-tps—Bud Sagendorf ..... KFS
Pops—w-4c2—mats-glossy proof—George Wolfe ..... SM
Pottsy—S-tps-mat—Jay Irving ..... CTN
Prince Valiant—S-hps-pt-ps-Hal Foster ..... KFS
Priscilla's Pop—d-4c2⅛"; S-hps-tps-pt-hpt-mat—Al Vermeer ..... NEA-DNB
Professor Phumble—d-4c-mat—Bill Yates ..... KFS
Professor Pi—dexS-4c1 13/16"-mat—V. T. Born ..... DWL
Red Eve—d-4c; S-tps-hps-pt—Gordon Bess ..... KFS
Rex Morgan, M.D.—d-4c-5c-S-pt-hps-tps-mat—Dr. N. P. Dallis, Marvin Bradley & Frank Edgington ..... PHS-CWF-MIL
Rick O-Shay—dS-4c-tps-hpt-mat—Stan Lynde ..... CTN
Riff McTic—d-4c-5c-mat-orp—Alex Crosby ..... EBS
Rip Kirby—d-4c-5c-mat—John Prentice and Fred Dickenson ..... KFS
Rip Tide—d-4c-S-hps-tps-pt-mat—Herron and Grandenetti ..... CF-MIL
Rivets—d-4c; S-pt-hps-tps-mat—George Sixta ..... PHS-CWF-MIL
Robin Malone—d-4c2⅛"-mat; S-hps-pt-hpt-tps-mat—Bob Lubbers .... NEA-DNB
Rod Chance—d-4c-mat—Stanley H. Brams & Howard Whims .... CF
Rural Delivery—w-4c2"-mat-glossy proof—Al Smith ..... SM
Ryatts, The—d-4c2⅛"-5c2⅝"-mat—Jack Elrod ..... PHS-CWF
Scamp—d-4c; S-hps-tps-pt-mat—Walt Disney ..... KFS
Senator Cassius—dexS-4c2, 2c4½-mat—Frank Hill ..... LE
Short Ribs—d-4c2"-mat-S-tps-mat-pt—Frank O'Neal ..... NEA-DNB
Sir Lim'rick—dS-4c2-2c4½-mat—William Galbraith & Ed Nofziger ..... RTS
Smidgens—d-4c-mat—Robert Cordray .... NNS
Smilin' Jack—d-4c S-tps-hpt-mat—Zack Mosley ..... CTN
Smith Family, The—d & S-4c2½"tps-mat Mr. & Mrs. George Smith ..... MIL-WSS
Smitty—d-4c; S-tps-hpt-mat—Walter Berndt ..... CTN
Smokey Stover—S-tps-hpt-mat—Bill Holman ..... CTN
Sonny South—w-4c2"-mat-glossy proof—Al Courtson ..... SM
Sondags Krumelurer—dS-hps-ilm—F. W. Koenig (Germany) ..... BPS
Soozi—d-4c-5c; S-pt-hps-tps-mat—Don Weldon & Box Oksner PHS-MIL-CWF
Speed Douglas—d-4c-5c—Russ De Marks ..... RUS
Speed's Safety Slants—w-4c-var-mat—Russ De Marks ..... RUS
Spooky—S-5c-mat—Bill Holman ..... CTN
Sporteaser—dexS-1c4¼"-mat—Eddie Germano ..... CF
Steve Canyon—d-4c-5c; S-ps-pt-hps-tps-mat—Milton Caniff PHS-CWF-MIL-KFS
Steve Roper—d-4c-5c-pt-hps-tps-mat—William Overgard & Allen Saunders ..... PHS-CWF-MIL
Stoker The Broker—dexS-1c4¼"-mat—Henry Boltinoff ..... CF-MIL
Strange World of Mr. Mum, The—dS-2c4¾"-hps-pts-mat—Irving Phillips ..... PHS-CWF
Tales Of The Green Beret—d-4c-5c-mat; S-hps-tps-pt-mat—Robin Moore and Joe Kubert ..... CTN
Tales from the Great Book—S-pt-hps-tps—John Lehti ..... PHS-CWF-MIL
Tarzan—d-4c-2⅛"; *-S-hps-tps-pt-mat—Edgar Rice Burroughs ..... UFS-UPC
Teenie Weenies—S-tps-hpt-mat—William Donahey ..... CTN
Terry and the Pirates—d-4c-5c; S-hps-pt-mat—George Wunder ..... CTN
The Big Spenders—ind-12 pt. series-man-mim—Lucius Beebe ..... DDS
The Born Loser—d-4c2⅛-mat; S-hps-tps-pt-mat—Art Sanson ..... NEA-DNB
The Colonials—d-b&w-4c2½"; S-8c4½"-color (4 panels)—Wetherholy & Richards ..... GHJ
The Giants—d-4c/5c-ill-mat—Drew & McDayter ..... LAT
The Gooneys—S-1/6 ps-mat—Les Carroll ..... NEA-DNB
the small society—d-3c-4c/S-tps-col-mat—Morrie Brickman ..... WSS
The Willets—d-4c2⅛-mat—Walt Wetterberg ..... NEA-DNB
The World of Entertainment—w-1c6"-man-tape—Lillian Hughes ..... EC
Theatre—S-500-wire—Walter Kerr ..... NYT

CLASSIFICATIONS OF FEATURES

There Oughta Be A Law—d-3c1⅛"—3c3¾"-4c5½"; *S-pt-hpt-hps-tps—Harry Shorten ..... UFS-UPC
They'll Do It Every Time—d-3c-4c-mat; S-tps-hps-pt-mat—Bob Dunn & Al Scaduto ..... KFS
Those Were The Days—w-4c2"-mat-glossy proof—Art Beeman ..... SM
Three On A Toothbrush—15 part series—man-mim-ill—Jack Paar ..... DDS
Tiffany Jones—d-4c2 7/8-5c2⅝—Pat Tourret & Jenny Butterworth PHS-CWF
Tiger—d-4c-mat/S-pt-hps-tps-mat—Bud Blake ..... KFS
Tim Tyler's Luck—d-4c-mat; S-pt-hps-tps-mat—Lyman Young, Robert Young, Tom Massey ..... KFS
Tippie & Cap Stubbs—d-4c2½"-mat—Edwina ..... MIL-WSS
Today's Chuckle—dexS-25—Thomas Collins ..... GFC
Tom Trick—S-hps-tps-pt-mat—Mary Goss & Stan Maays ..... NEA-DNB
Treasury of Classic Tales—S-pt-hps-tps-mat—Walt Disney ..... KFS
Trudy—6tw-2c-mat; S-t-tps-hpt-sph—Jerry Marcus ..... KFS
True Life Adventure—6tw-2c-3c-mat—Walt Disney ..... KFS
Tumbleweeds—dS-4c2, 1c5, 3c1½-tps-mat—Tom K. Ryan ..... RTS
Uncle Charlie—d-4c2"-mat—Peter Laing ..... MIL-WSS
Uncle Remus—S-hpt-hps-tps-mat-qph—**Walt Disney ..... KFS**
Wayout—d-4c-mat—Ken Muse ..... MCN
Weekend Chuckle—w-300-mim-ill ..... GFC
Wee Pals—d-4c2-1c5"-mat—Morrie Turner ..... RTS
Wendy Marshall—d-4c-mat—Win Mortimer ..... TSS
Why Get Old—Benefit by Age Control & Inventions—Modern Magic—w-tps— ..... BNH
Winky Ryatt—S-pt-hps-tps-mat—Jack Elrod ..... PHS-CWF
Winnie Winkle—d-4c-5c; S-tps-hpt-mat—Martin Branner ..... CTN
Winthrop—d-4c2¼-mat; S-hps-tps-pt-mat—Dick Cavalli ..... NEA-DNB
Wizard of Id—d-4c-5c; S-pt-hps-tps—Brant Parker & Johnny Hart ..... PHS-CWF-MIL
Woody's World—d-2c-mat—John Holm NNS
Yogi Bear—S-pt-hps-tps-mat—Hanna-Barbera Productions ..... MCN

CULTURAL

Art, Entertainment, Literature Poetry, Theatre (See Columns—Classification No. 11)

13—EDITORIAL (TEXT)

Around the World—Feature packet on world events—w-1000-mim ..... AFP
Behind The Scenes At The United Nations—w-800-mim—David Horowitz ..... WUP
Between the Lines—w-750-man-mim—Edith Kermit Roosevelt ..... ROO
Con la Ley en la Mano (Column on Law in Spanish)—d-150-man—Martin J. Ross ..... LAW
Custom Editorials—cont—Al Block, Ph.D. ..... AB
Dateline: Europe—w-500-mim—Archduke Otto von Habsburg ..... RGB
Digest of Contemporary Opinion—(What Press is Saying)—w-var-mim—compiled ..... WUP
Economist on Today's World—w-700-man—Brian Beedham, Fgn. Ed., **The Economist (London) ..... EI**
Editor's Associate—Editorial Copy—cont-var-man—**T. Jerome Bishop ..... BIS**
Editorial Column—3tw-mat-orp ..... KFS
Editorial Service—3tw-1500-mim ..... ALB
Editorial Service to Canadian and American Daily, weekly and monthly publications ..... GLN
Editorials—w-3c-man-tape—Edward H. Sims & Staff ..... EC
Editorials—dexS-650-2c12"-man-tape—Don Oakley & Paul Jones ..... NEA-DNB
Editorials—to order—Earl Akin ..... TER
Editorials Anonymous—5tw-100-400-mim-var—Mrs. Cyrene Dear ..... DPR
Everyday Editorials—d-1800-mim—Monte F. Bourjaily & Staff ..... GS
Everyday Law—d-150-mim—Martin J. Ross ..... LAW
Golden Gleams—w-1c4"-man-tape—Selected and Edited by Staff ..... BC
Howard K. Smith's Column—w-700-mim-tape—Howard K. Smith ..... PHS-CWF
Interpretive Report—3tw-1000-mim—Richard Wilson ..... RTS
Jim Bishop: Reporter—3tw-mim—Jim Bishop ..... KFS
Law Brief, The—d-150-500-mim-orp-gal—Martin J. Ross ..... LAW
Law Brief For Business, The—d-150-man—Martin J. Ross ..... LAW
Listen Americans—w-500-man—Dr. George S. Benson ..... NEP
London Report—oas-500-mim—Jack Scott ..... TSS
Mark My Words—tw-250-mim—Jim Fiebig ..... GFC
Military Affairs—w-500-mim—Gen. Ira Eaker ..... GFC
Notes and Comments—w-1c-man—Staff ..... EC
Off the Record—w-1000-1200-mim—Nathan Ziprin ..... SAF
On The Right—3tw-650-750-mim—Wm. F. Buckley, Jr. ..... MIL-WSS-KFS
On Your Guard—w-300-500-mim—Jack Lotto ..... PRW
Ottawa in Perspective—3tw-mim-wire-500-800 ..... TSS
Paragraphs—w-1c8"-man—Selected and edited by Staff ..... EC
Paul Harvey News—3tw-var-mim-tape—Paul Harvey ..... GFC
People and Problems—d-150-500-man—Martin J. Ross ..... LAW
Profile—w-2c6"-1100-mim-ill—Simon Kavanaugh ..... MS
Quebec Report—var-500-1,000-mim-wire—Bob Koep ..... TSS
Ralph McGill Column—dS-650-mim-tape—Ralph McGill ..... PHS-CWF
Senator Soaper Says—d-300-mim—Bill Vaughan ..... BM-DNB-MIL
Shape of the News—w-700-mim—Edward P. Morgan ..... NE
Special Editorials (Birthdays, Anniversaries, etc.)—w-2c-man—Edward H. Sims ..... EC
Spotlight On Education—w-3tw-d&S-750—Arthur S. Green ..... GRE
Spotlite Series—dS-750-mim-film—Weekly Feature Articles ..... UFS-UPC
State of Affairs—3tw-700-mim—Clayton Fritchey ..... NE
"The Shrewd Nude" or other light & dark verse—dexSat-25-50-mim—**John Milton Hagen ..... GHF**
The U.N. Today—d-500-1000-by wire, telex or mail-ill-mim—William R. Frye ..... FR
To Be Equal—w-600-mim—Whitney M. Young, Jr. ..... NAT
Today's Talk—d-350-printed—George Matthew Adams ..... MIL-WSS
Views and Reviews—w-1c8"-man—Selected and Edited by Staff ..... EC
Washington Beat—S-800-mim-tape—Leslie Carpenter ..... PHS-CWF
Washington Closeup—5tw-750-orp—Dana Bullen, Richard Fryklund, Wm. Hines, Frank Getlem, Paul Hope MIL-WSS
Washington Report—6tw-750-mim—Staff ..... WSS
World in Focus, The—S-750-800-ill-mim—William R Frye ..... FR
You and the Law—d-300-500-man—Martin J. Ross ..... LAW
Your World And Mine—w-500-orp—Michael Ward ..... CJC

14—EDITORIAL CARTOONS

A Round A Day—dwS-1c2"-mat—Eugene Craig ..... DF
Below Olympus—5tw-2c5-mat-ill—Frank Interlandi ..... LAT
Ben Wicks—8tw-1c3"/1½c4½"-ill-mat—Ben Wicks ..... TNS
Berry's World—d-2c4½-mat; S-tps-hpt-mat—Jim Berry ..... NEA-DNB
Blaine—3tw-3c6"-mat—Blaine MacDonald ..... MIL
Borgstedt Editorial Cartoons—6tw-2c-3c-mat—Douglas Borgstedt ..... KFS
Buescher Editorial Cartoons—d-2c-3c-mat ..... CP-KFS
Cartoon—w-2c5"-mat—N. Bee ..... JTA
Cartoon Page—w-var-pt-mat-orp—Staff.... TNS
Cartoons—w-2c6"-mat-ill—Staff ..... CPS
Cartoons—w-3c7"-mat ..... CSP
Citizen Smith—d-2c3½"-mat—Dave Gerard ..... RTS
Colvin's Commentary—S-varying size 2c-3c-4c-mat—Melvin Colvin ..... CF-MIL
Conrad Cartoons—5tw-2c4-3c6-ilm—Paul Conrad ..... RTS
Corky Editorial Cartoon—2tw-4c5-mat—ill—Corky ..... LAT
Dowling Editorial Cartoon—6tw-2c-3c-mat—Dan Dowling ..... PHS-MIL-CWF
Editorial Cartoon—dS-3c7"-mat—Bill Crawford ..... NEA-DNB
Editorial Cartoon—5tw-3c7-mat—A. Beaton ..... TNS
Editorial Cartoon—dexS-3c5½"-mat—Tom Darcy ..... UFS-UPC
Editorial Cartoon—dS-2c-mat—C. D. Batchelor & Warren King ..... CTN
Editorial Cartoon—w-2c5"-2 & 3 col-mat-glossy proof ..... SM
Editorial Cartoons—5tw-3c-mat—Don Hesse ..... MCN-CWF
Editorial Cartoons—d-3c-mat—Ray Manning ..... MCN-CWF
Editorial Cartoons—dexS-3c-mat—Wayne Stayskal ..... BM
Editorial Cartoons—5tw-3c-mat—Vaughan Shoemaker ..... CTN
Editorial Cartoons—tw-3c6¼"-mat or repro proofs—Henry McCarn ..... ST
Editorial Cartoons—d-2c-S-3c-mat—Daniel Holland, Joseph Parrish ..... CTN
Editorial Cartoons—dexS-3c6"-mat—Arthur Poinier ..... BM-DNB-MIL
Editorial Cartoons—5tw-3 col-mat—Gib Crockett ..... WSS
Editor's Choice Cartoons—8 cartoons per wk—3c7 5/8"-mat—Justus and Long ..... RTS
Fischetti Cartoons—5tw-3c-4c-mat—John Fischetti ..... PHS-MIL-CWF
Grant Editorial Cartoon—5tw-3c8"-mat-ill—Lou Grant ..... LAT
Haynie Editorial Cartoon—5tw-2c-3c8"-ill-mat—Hugh Haynie ..... LAT
Headlines—3tw-500-mim-ill—Edith Head ..... NE
Herblock Editorial Cartoons—d-2c5"-3c7¼"-mat—Herbert L. Block ..... PHS-CWF
Keypeek—d-1c2-mat-orp—Herc Ficklen.... LED
Kroll Karicature Service—w-1c-orp—Julius Kroll ..... KK
Law-Briefs—d—Martin J. Ross ..... LAW
Mauldin Editorial Cartoon—5tw-2c-3c-mat—Bill Mauldin ..... PHS-CWF-MIL
News Cartoons—dexS-2c4¼"-3c6½"-mat—Milt Morris ..... APN
Oliphant Editorial Cartoon—5tw-4c4"-3c3"-mat-ill—Pat Oliphant ..... LAT
Ontario Editorial Cartoon—w-4c6"-mat-orp—Andy Donato ..... TNS
Package Deal—w-15-features-mat-glossy proofs ..... SM
Political Cartoons—3tw-var-ill—Gilles and Lancaster ..... RTS
Political Cartoons—w-var-mat—Gilles, Cummings, Friell and Jak ..... MS
Robert W. Chambers—tw-3c6½"-mat—Robert W. Chambers ..... MIL
Sanders Editorial Cartoons—d-3c7¼"-mat—William Sanders ..... PHS
Schwarzer Caricature Service—20 per mo.-1c-mat-ill—Lothar G. Schwarzer NNS
Small Society, The—6tw-3c-4c-mat; S-tps-color-4c-bl-mat—Morrie Brickman KFS
Soliloquy—de-3c-2¾—Ric Hugo ..... PHS-CWF
Wallmeyer Cartoons—5tw-3c6"-mat—Dick Wallmeyer ..... RTS
Warren Editorial Cartoons—d-3c8-mat—L. D. Warren ..... NNS
Weekly Political Cartoon for State of Illinois only—w-3c6-mat-orp—Arthur A. Henrikson ..... HEN
Yardley Editorial Cartoons—d-3c-orp—Richard Yardley ..... FJM
Yardley Jones—3tw-4c5"-mat—John Y. Jones ..... MIL
York At Large—5tw-1c3—mat-orp—Robert York ..... AF

FARMING

(See Gardening—Classification No. 19)

Looking Ahead—w-500-man—Dr. George S. Benson ..... NEP
Fashion Stories—ow-400-ill-ilm—Jim Fiebig ..... GFC
Hennessy and Staff ..... NEA-DNB
Staff ..... NEA-DNB
Fashion Tips—w-150-200-1c-man-tape—

15—FASHIONS

A Lovelier You—5tw-85-1c-2c-ilm-tape—Mary Sue Miller ..... PHS-CWF-MIL
A World of Style—w-325-mim-ilm—Gerta Grudel ..... GFC
Be Smart—dexS-1c4"-ilm—Kubal ..... GFC
Beauty in Orbit—S-150-mim-ill—Mildred Gibson ..... NNS
Business Visuals—tw-2c4-mat—Staff ..... NEA-DNB
Chic and Charming—6tw-1c-mat ..... CP-KPS
Clothes Make Your Man—w-500-mim-ilm—Harry Juster ..... RTS
Editorial material and picture service for women's pages—all material such as fashion, food beauty, etc.—d-S-w-m-ms-ill—for foreign and domestic use ..... UOP
Eleanor Lambert's, She—3tw-300-500-mim-tape—Eleanor Lambert ..... PHS-CWF
Esquire's Avenues of Fashion—4tw-ill-mim—O. E. Schoeffler ..... BM-DNB-MIL
Family Manager—w-1c6-mats or orp—Staff ..... CKP
Fashion—w-700-mim-ill ..... WNS
Fashion Features—w—Dina Dellale ..... EPS
Fashion Flashes—3tw-mim ..... KFS
Fashion Illustrations—3tw-mat—Grace Thorncliff ..... KFS
Fashion Illustrations—3tw-mat—Vera Winston ..... KFS
Fashion in Color—occ-3c-4c-5c-ill-film ..... NEA-DNB
Fashion League—1c-2c-line drawing-mim-mat-var-8 to 9 releases-prints—Florence de Santis ..... BM-DNB-MIL
Fashion Now, Men's Fashions—am-400-2c5"-ill-ilm-man-tape—Robert Cochnar ..... NEA-DNB
Fashion Pictures—glossy prints—ind—con ..... UPIN
Fashion Security—w-2c10"-orp—Bernice Foley ..... ATH
Fashion Snapshots—w-1000-mim-ilm ..... AFP
Fashion Stories—ow-200-400-2c-3c-man-ill-ilm—Rosette Hargrove, Helen
Fashion World—w-mim—Bobby Maurice MAU
Fashionable Savages—12 part series-man-mim-ill—John Fairchild ..... DDS
Fashioned in London—w-3c4"-900-mim-ill—Kate Dalrymple ..... MS
Fashionettes—w-150-orp—Staff ..... UPI
Fashions—6tw-mat—Tracy Adrian ..... KFS
Fashions—S-400-wire—Gay Pauley ..... UPI
Fashions—Women's—dS-ill-ilm—Kay Thomas ..... CTN
Fashions For Women—w-400-mim—Helen Abel ..... CNS
Features—w-Ida Fried ..... EPS
Half Tone Fashions—3tw-mat—Alice Alden ..... KFS
Hollywood—w-In Spanish, English & Portuguese—Inez & Cecelia Pedroza ..... ICP
Hollywood (Calling your city or country)—w-500-mim—Inez & Cecelia Pedroza ICP
Hollywood Speaks—w-hps-mim—Kurt Singer ..... EPS
Homemaking Shorts—w-150-1c-man-tape—Staff ..... NEA-DNB
Hy Fashion—3tw-1c-2c-mat-orp—Hyacinth and Merri ..... KFS
In Fashion Now—w-1c3"-man-tape—Mrs. Hugo Sims, Sr. ..... EC
Inside Fashions—4tw-mim-photos—Eugenia Sheppard ..... PHS-CWF-MIL
Insurance Simplified—w-300-mim—Saul Sokol ..... DN
Latest From Paris—d-1c-man—Monique ..... CTN
Let's Knit—w-var-ill—Ursula duBois ..... AD
Man To Man—S-500-ill-mim-tape—Bill Thomas ..... GFC
Men's Wear—The Score in Clothes—S-man-ilm—M. H. Barnum ..... CTN
Men's Wear—w-500-orp—Walter Logan ..... UPI
Mohr About Fashion—3tw-350-man-ill—Berta Mohr ..... MOH
News Service—7tw-teletype ..... PRW
Oleg Cassini Says—S-750-mim-ill-Oleg Cassini ..... CF-MIL
Paris Fashion Stories—oss-1500-man-tape-ill-ilm—Rosette Hargrove ..... NEA-DNB
Reader Service—Timely series, booklets on income tax, household, bridge, better grades, financial, recipes, Social Security/Medicare, Veterans' Benefits, patterns, fashion, needlework ..... NEA-DNB
Secrets of Charm—d-1c-2c-300-ill-film; S-4c8½"-mat-tape—John Robert Powers ..... NNS
Styles—w-var-ill—Jean Wilson ..... APN
Teenage Tips—w-hps-mim—Jane Sherrod ..... EPS
The Boutique—Report on the World of Women—w-300-400-man-ill-ilm-tape—Helen Hennessy ..... NEA-DNB
The Velvet Trap—w-2c6"-mat—LeCloutier ..... CHR
Through the Looking Glass—w-450-mim—Helen Abel ..... CNS
Tobe on Fashions—4tw-60-12-mim ..... PHS-MIL-CWF
Vogue Fashions—m-pkg-ill-man ..... CTN
Weekly Short Story—w-9x12-mim—Various ..... EPS
What Next—Fashion Interviews—sca-ps-ill—Paul Hamlen ..... SPS-MS
What's Your Fashionscope?—w-100-mim—Ethel Burge ..... BUR
Wheels of Fashion, The—12 part series—man-mim-ill—Phyllis Lee Levin ..... DDS
Women's Wear Daily—d-var-ill ..... FA
Your Sew Right—Sewing Column—w—Dale Cavanagh ..... SPS-MS
Youth Parade—S-200-mim-ill—Reba and Bonnie Churchill ..... NNS

FINANCIAL

(See "Business"—Classification No. 7)

16—FICTION

Blue Ribbon Fiction—dS-ill-ilm—Well Known Authors ..... CTN
Book-length Serials, supplied as books—various authors and lengths ..... CHA
Liberty Magazine's Book Serials—m-9x12-ill-orp—Various ..... EPS
Selected Short Shorts—w-750-man—Alex Jane Benchly ..... RA
Short Stories—w-4c5"-man; S-ps-pt-hps—Frank Del-Witt ..... HT
Short Stories—w-var-ill—Various Authors WHE
Short Story—d-man—Well Known Authors CTN
Sports Serials (British, Australian, and American sports and non-fiction and instruction books) ..... JL
Two Minute Mystery—d-w-300-350—24 part series col-mim—Donald J. Sobol ..... TM

17—FILLERS

A Round A Day—dwS-1c2"-mat—Eugene Craig ..... DN
A Thought For Today—d-15-30-mim—Various ..... CR
Alec The Great—dexS-1c4"-mat—Edwina ..... MIL-WSS
Better Filler Service—w-2 galleys-1-7 line fillers-man ..... BFS
Between Us Girls—dexS-1c1"-ilm—Ashton Wing ..... AF
Big Headed Fillers—w-2c-16-23 lines-orp—Staff ..... HF
Briefs, Very Brief—w-1c15"-man-tape—Staff ..... EC
Citizen Sibley—w-2c-var-mat or proof—Dick Ericson ..... SM
Column Closers—w-200-300-man-tape—Staff ..... NEA-DNB
Comic Dictionary—dS-5 to 20 mim—Evan Esar ..... RTS
Daily Flashback Calendar—dS-1c1¼"-mat-orp—Dick Peeples ..... AF
Distillates of Random Thoughts—mim—Charles Rehns ..... REH
Echoes of the News—d—Staff ..... MOF
Factographs—6tw-proof-mat-tape .... CP-KFS
Famous Last Words—d-60-mim—Barnaby Conrad ..... CHR
Feminine Logic—d-25-mim—Jean Flynn RTS
Fillers—w-200-400-1c9—Staff ..... NEA-DNB
Filler Service (misc.)—w-2c-ptd copy-date-lined and headed ..... STF
Filler Service—d-500-mim-Staff ..... STP
Fillers—25 to 50 words ..... PRO
Food Facts—6tw-1c2½"-mat—Harry Lui ..... LIA
Fred Allen's Letters—12 part series-man-mim—Fred Allen ..... DDS
Funsters—dexS-1c2½"-mat-orp—John Broudhecker ..... AF
General News Items—w-var-mim-wire by stringers ..... WUP
Grab Bag—6tw-mat-proof ..... CP-KFS
Grass Roots Clippings—dS-var-mim—Kervin Hoover ..... HTF
Guest, Edgar A. (poetry)—d-2c3¼"; S-2c-mat—Edgar A. Guest ..... MIL-WSS
Handy Fillers—w-2c1 to 7 lines-orp—Staff ..... HF
Have Fun!—w-1c11"-mat—Lee Bryan and Rube Weiss ..... BPF
Headed Fillers—w-2c8 to 16 lines-orp—Staff ..... HF
Here's an Idea—dexS-1c2½"-mat-orp—Jerry Angell ..... AF
Idea Payoff—dexS-1c2½"-mat-orp—Jerry Angell ..... AF
It's Fun to—(The month changes through the year)—w-90-max—Harriet Carlson.... HC
Just a Minute—d-man—George Daugherty CTN
Josh Billings Sez—w-1c4"-mat—Rube Weiss ..... BPF
Life Lines—dexS-300-mim—Anne Campbell ..... BM-DNB-MIL
Light Verse (title varies)—dexS-cont-4-6 lines-mim ..... MAG
Matters Of Substance (Fillers)—cont-var-man—T. Jerome Bishop ..... BIS
Men at Work—6tw-1c2½"-mat—Harry Lui ..... LIA
Money Matters—6tw-1c2½"-mat—Harry Lui ..... LIA
News Fillers—w-1c1 to 30 lines-ptd copy-orp-tape—Staff ..... SFS
Now You Know—7tw-30-wire—Staff ..... UPI
Odd Facts—6tw-mat-proof—Staff ..... KFS
Otto Sez—dexS-1c1-mim—Frank Nickens HPS
Picture of Health—6tw-1c2½"-mat—Harry Lui ..... LIA
Portraits—dS-100-man—John C. Metcalfe ..... PHS-CWF-MIL
Quirks in the News—6tw-500-wire—Staff ..... UPI
Read and Remember—dexS-mim-100-man—W. L. Gordon ..... WLG-MS
Rosettes—d-var-mim—Elinor K. Rose .. EKR
Schwarzer Caricature Service—20 per mo. ..... NNS
Short Fillers, Headed Fillers—all subjects; quotations; editorial quips-m-5,600-mim ..... ROB
Short Short Stories—q-2c9¼"-mat—Art Gates ..... GF
Short Takes (Fillers)—w-90-250-mim—Staff ..... DHJ
Shorts—w-300-450-man-tape—Staff ..... NEA-DNB
Slick Trick—d-1c-50-ilm—Staff ..... NNS
Smiles—w-1c5"-man—Staff ..... EC
Special Shorts & Fillers—w-ps—Staff.... APN
Sports Fillers—w-1c-ptd copy-datelined and headed ..... STF
Standard Mix—fn-500-man—Staff ..... STP
Standard 2's—w-500-type—Staff ..... STP
Sugar and Spice—dexS-30-mim—Elinor K. Rose ..... AF
Super Headed Fillers—w12c1 to 7 lines-orp—Staff ..... HF
Terse-Verse—dexS-25-35-man-mim—A. C. Gordon ..... WLG-MS
Today's Index—[illegible]-1½"-mat-orp—Dick Peeples ..... AF
Trixie the Trad[illegible]—w-2tw-1c2¾-mat or proof—Dick [illegible]son ..... SM
Uncle Charley's [illegible]pigrins"—w-300-2c4"-mat-glossy pr[illegible]—Charles Grant ..... SM
Washington Note[illegible]—w-2c9"-man—Lillian Huge[illegible] ..... EC
Women's World—[illegible]-500-mim ..... WNS
Word Definition[illegible] Fictionary—w-9x12-mim—Singer [illegible]eatures ..... BPS
Words of Wise [illegible]—d-mat-proofs ..... KFS
Worth Repeating[illegible]dS-10-30-mim—Theron C. Lidd[illegible] ..... RTS

[illegible]S—FOOD

Celebrity Cookbo[illegible]—w-800-mim-ill—Johna Blinn ..... NE
Continental Cook[illegible]—w-500-mim—Stanley Cooke[illegible] ..... DEM
Cooking Chat—d[illegible]00—Anne Wanstall .. TSS
Cooking Chat—d[illegible]0-ilm-ill-tape—Margaret Carr [illegible] ..... NNS
Delightful Dieti[illegible]-d-1c3-mat-orp—Dorothy Bond [illegible] ..... LED
Denhoff Food Ar[illegible]**les—d-3tw-mat-proof—**Alice Denhoff [illegible] ..... KFS
Diet Series—an-[illegible]0-1c20"-ill-ilm-tape—Gayn[illegible] Maddox ..... NEA-DNB
Eat & Grow Youn[illegible]**—Book serialization-**21 installments-[illegible]30"-ilm-erp—Lelord Kordel [illegible] ..... SPE
Eat, Drink and B[illegible] Merry—w-600-mim—Robert J. Misch[illegible] ..... WNS
Eat Up and Slim [illegible]own—14 installments—book serializati[illegible]—1c20-ilm-orp—Lelord Kordel [illegible] ..... SPE
Eat Your Trouble[illegible] **Away—Book serialization-**20 installments-[illegible]30"-ilm-orp Lelord Kordel [illegible] ..... SPE
Editorial and pict[illegible]**e service for women's** pages—all material such as fashion, food, beauty, etc —d-S-w-m-ms-ill—for foreign and domestic use ..... UOP
Family Manager—w-1c8-mats-orp—Staff ..... CSP
Fast Gourmet, The—tw-250-mim—Poppy Cannon ..... GFC
Features—w-Ida Fried ..... EPS
Flavor To Taste—w-mim-ill—Camille Glenn ..... KFS
Food—dS-man—Alice Peterson and Ella Elvin ..... CTN
Food—w-D. Peggy Read ..... EPS
Food Articles—dS-ill-ilm—Mary Meade .. CTN
Food Facts—6tw-1c2½"-mat—Harry Lui ..... LIA
Food For Americans—Menus—dexS-350-600-2c5"-2c9"-ill-ilm-tape—Gaynor Maddox ..... NEA-DNB
Food in Color—ecc-3c-4c-5c-ill-ilm NEA-DNB
Food Shopping Guide—w-700-wire—Staff ..... UPI
Food Stories—w-400-ill-ilm—Cecily Brownstone ..... APN
For Men Only—Cooking—w-man—Morrison Wood ..... CTN
Gourmet Cooking—5tw-orp—Paul T. Graves ..... SUN
Gourmet On A Budget—w-400-mim—Sandal & Pritsch English ..... ENG
Hollywood Speaks—w-hps-mim—Kurt Singer ..... BPS
Kitchen Talk—dS-100-500-mim-photos—Philomena Corradeno ..... PHI
Let's Eat—6tw-mat or proof—Ida Bailey Allen ..... KFS
Menus—d-200-man—Cecily Brownstone—APN
Menus—dS-man-ill—Mary Meade ..... CTN
Menus—dS-man—Alice Petersen and Ella Elvin ..... CTN
Messieurs Chateau & Briand—w-m-hps-mat-orp—C. Green ..... SPS
Our Man in the Kitchen—5tw-500-mim—Hyman Goldberg ..... RTS
Reader Service—Timely series, booklets on income tax, household, bridge, better grades, financial, recipes, Social Security/Medicare, Veterans' Benefits, patterns, fashion, needlework ..... NEA-DNB
Skillet Club For Men, The—w-750-mim-ill-tape—Frank Kohler ..... GFC
Tasty Tales—w-2c-12"-mim—Charles Rehns ..... REH
Thoughts for Food—sw-1c-mat—Monica Altenhain ..... CMI
Three Meals A Day—5tw-600-mim—Helen Gagen ..... TNS
Today's Recipe—dexS-100-200-mim—Philomena Corradeno ..... PHI
To the King's Taste—w-750-mim—Hoyt Alden ..... MIL-WSS
Wine Column—w-man—Ruth Ellen Church ..... CTN

19—GARDENING FARMING

Craft Patterns—w-2c7"-mat-ill ..... CRA
Flower Box, The—w-mat— Phyllis Pautz CTN
Garden Column—w-700—Tom Stevenson ..... LTWP
Gardengraphs—sea-mat—Dean Halliday ..... CP-KFS
Garden Page—w-1500-mim-ilm-orp—John Bradshaw ..... TNS
Garden Question Box—w-800—Tom Stevenson ..... LTWP
Garden Series—sea-400-600-man-ill-ilm—Authorities ..... NEA-DNB
Gardeners Questions and Answers—w—James Murphy ..... CNS
Gardening Column—w-ill-mat-mim—Fred Dale ..... TSS
Gardening For Fun—w-650-750-mim—Cindy Smith ..... CRE
Gardens—w-400-ill-mim—Dorothy H. Jenkins ..... DHJ
Green Thumb, The—1000-d-w—George "Doc" Abraham ..... GEO
In Sports—sw-w-ps-hps-mim-orp—Phil Kalker ..... AEW
Indoor Gardening—w-250-mim—Martha Parks ..... CNS
Indoor Gardening—w-500-ilm-mim—Katherine B. Walker ..... PHS-CWF-MIL
It's Your Landscape—w-400-ilm-mim—George Creed ..... PHS-CWF-MIL
Just Something Pretty (Flower Arranging)—w-ill-mim—Cindy Smith ..... CRE
U-Bild-It—dS-var-man-mim-ill—Steve Ellingson ..... UB-MS
U-Bild Enterprises—dS-var-man-mim-ill—Steve Ellingson ..... DF
Washington Farm Review—w-1,000-mim—Harry Lando ..... WFN
Weeders Guide—w-500-man—Earl Aaronson ..... APN

GRAPHOLOGY

(See "Astrology"—Classification No. 1)

20—HEALTH

Alvarez Medical Column—4tw-700-mim-on tape—Dr. Walter C. Alvarez ..... RTS
Child Care—dexS-350-mim-tape—William G. Cook, M.D. ..... GFC
Exercise Series for Aching Back—10 articles-200-ill-ilm—Maxwell Riddle ..... AF
Feature Packet—w-2000-ill-orp-photoprint—Staff ..... MIL
Features—w—Ida Fried ..... EPS
Feel Young Again—Book serialization—24 installments-1c20"-ilm-orp—Lelord Kordel ..... SPE
Focus on Health—w-500-wire—Alton Blakeslee ..... APN
Food And Your Health—2tw-300-mim—Frederick J. Stare, M.D. ..... LAT
For Better Health—dexS-350-mim-tape—S. L. Andelman, M.D. ..... GFC
Health—dS-man—Dr. Theodore R. Van Dellen ..... CTN
Health and Beauty—w-2c4"-man-tape—Martha Bass Sims ..... EC
Health Capsules—*dexS-1c3¾"-mat—Michael A. Pettl, M.D. ..... UFS-UPC
Health For Today—dexS-500-mim—Dr. W. W. Bauer ..... CF-MIL
Hollywood Speaks—w-hps-mim—Kurt Singer ..... BPS
How to Keep Your Child Well—tw-man—Dr. Theodore R. Van Dellen ..... CTN
Inner Worlds—3tw-400-500-mim—Dr. Samuel Davenport ..... CHR
Medical Memos—5tw-150-mim-ill—H. L. Herschensohn, M.D. ..... LAT
Mirror of Your Mind—d-3c-mat; S-pt-mat—Dr. & Mrs. Edw. R. Pinckney.... KFS
Parents' World—5tw-350-400-mim—Dr. Eve Jones ..... BON
Personal Health Service—d-450; S-1,000-man-tape—Dr. William Brady ..... NNS
Picture of Health—6tw-1c2½"-mat—Harry Lui ..... LIA
Reader Service—Timely series, booklets on income tax, household, bridge, better grades, financial, recipes, Social Security/Medicare, Veterans' Benefits, patterns, fashion, needlework ..... NEA-DNB
Rusk Column—S-500-wire—Dr. Howard Rusk ..... NYT
Safety First!—w-400-mim ..... ALR
Science News Report—5tw-2000-mim—Staff ..... SCS
Science Wire Reports—dexS-800 by wire—Staff ..... SCS
Secret Agent Corrigan—d-3c4c—Al Williamson & Archie Goodwin ..... KFS
Speaking of Your Health—6tw-proof-mat—Dr. Lester L. Coleman ..... CP-KFS
Stay Alive—12 part series-man-mim—Jean Carper ..... DDS
Stay Alive Longer—Book serialization—20 installments-1c30-ilm-orp—Lelord Kordel ..... SPE
Stop Killing Yourself—500-mim-tape—Dr. Peter J. Steincrohn, F.A.C.P. ..... BM
The Doctor Says—Medical Column—5tw-550-2c7"-man-tape—Wayne G. Brandstadt, M.D. ..... NEA-DNB
The Specialists—w-600-mim—Western Reserve Univ. Med. School Faculty ..... DOC
The Weather and You—d-300-mim—Medicus Familius ..... RI

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The Worry Clinic—d-2c—mat-mim— Dr. George W. Crane ..... MCN-CWF
To Your Good Health—dS-500-mim-tape— Dr. Joseph G. Molner ..... PHS-CWF-MIL
Topical Medicine—irr-var-mim ..... **AFP**
What's Best For Your Child— 5tw-500-mim-tape— Dr. David Goodman ..... BM-DNB-MIL
Why People Act That Way—12 part series— man-mim—Lucy Freeman ..... DDS
Wire By Mail Service—dexS-600-mim— Staff ..... **SCS**
Worry Clinic, The—dexS-mim-650-man-ill-film-tape—Dr. George W. Crane ..... **HPS**
Yoga, Youth and Reincarnation—12 part series-man-mim-ill—Jess Stearn ..... DDS
Your Dental Health—w-550-2c7"-man-tape—Dr. William Lawrence ..... NEA-DNB
Your Health—m-hps-orp—Phil Kalker AEW

21—HISTORY—POLITICS

A Round a Day—dwS-1c2"-mat— Eugene Craig ..... **DF**
Adventure Postpaid—w-1c9"-man-ill—Lee James ..... **JL**
African Coverage—3tw-400-mim— CNS Correspondents ..... CNS
Antiques—w-275-ill-mim— Dorothy H. Jenkins ..... DHJ
Best from American Heritage and Horizon, The—w-1000-mim-ill—Various ..... **APN**
Between the Lines—750-man-mim— Edith Kermit Roosevelt ..... **ROO**
By-line Feature Articles—3tw-mim— Kingsbury Smith ..... KFS
Changing Scene, The—w-500-mim— Brig Gen. James D. Hittle ..... CNS
Congressional Quarterly Almanac— an-bound volume ..... **CQ**
CQ News Stories—3tw-400-mim ..... **CQ**
CQ Weekly Report—w—reference and qt index ..... **CQ**
Continuing Alert—cont-1,000-mim ..... WWI
Daily Flashback Calendar—dS-1c1¼"-mat-orp—Dick Peeples ..... AF
During This Week—w-160-175-man— Estey I. Reed ..... **SS**
European Coverage—tw-500-mim— Thomas Nuzan & Gene Sherman ..... CNS
Far Eastern Coverage—6tw-500-mim— Ed Neilan & Derek Maitland ..... CNS
Feature Stories—sea-hpt-tpt-mim-ill— Experts in their fields ..... **WUP**
Flashback on Canada—d-250-mim— Bob Bowman ..... **TSS**
Greatest Events In American History— w-2c8"-mat-orp—Marty Wolfson & Chuck Reichblum ..... **CR**
Have You Met . . . ?—w-1,200-ill- 2c4½"-1½c3¼"-mim— Y. L. Tiajciiff ..... NP
Historical Series Features— cont-var-man—T. Jerome Bishop ..... BIS
Homemaking Shorts—w-150-1c-man-tape— Staff ..... **NEA-DNB**
If Your Name Is—d-w-470-man-mim— Ann Reynolds, Ph.D. ..... **RFS**
Letters of The Presidents—dS-2c8"-ill- mat—H. Jack Lang ..... LAT
Mission With LeMay—6 part series-man-mim-ill—Gen. Curtis E. LeMay with MacKinley Kantor ..... DDS
News Personality Pictures—w-1c-ilm-orp —Staff ..... NEA-DNB
On This Day—d-135-155-man— Estey I. Reed ..... **SS**
Picture Review of the Year—an-p-hps-mat-ill—Staff ..... **NEA-DNB**
Review of the Year—an-ps-hps-mat-man-ill—Staff ..... **NEA-DNB**
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Search For Amelia Earhart—ind-12 pt. series-man-mim—Fred Goerner ..... DDS
Spanish Language Report—w-450 ..... **CNS**
Stories Behind Words—5tw-120-mim—William S. Penfield ..... **PE**
Sulzberger Column—3tw-750-wire— C. L. Sulzberger ..... NYT
The End Of Free Enterprise—12 part series-man-mim—Donald I. Rogers ..... DDS
This Day in History—6tw-mim—Staff .... KFS
This U.S.A.—12 part series-man-mim— Ben. C. Wattenburg with Richard Scammon ..... DDS
Through The Looking Glass—d-1,000-mim—News Portraits ..... NP
To Be Equal—w-600—Whitney M. Young, Jr. ..... NAT
To Move A Nation—ind-12 pt. series-man-mim—Roger Hilsman ..... DDS
Today's Index—dS-1⅛"-mat-orp— Dick Peeples ..... **AF**
United Nations News—tw-2c5"-man— Arthur Gershon ..... CMI
Unknown In History, The—w-500-800-man—Thourot Pichel ..... **CN**
What Life Has Taught Me—w-hps-mim— Kurt Singer ..... **BPS**
Wicker Column—3tw-750-wire— Tom Wicker ..... NYT
With Kennedy—ind-18 pt series-man-mim—Pierre Salinger ..... DDS
World Affairs—w—Vice Adm. Ruthven E. Libby ..... **CNS**
World Almanac Facts-Historical Facts— 5tw-75-1c4"-ill-ilm ..... NEA-DNB
Year End Reviews—an-p-hps-man-mat-ill-ilm—Staff ..... **NEA-DNB**
Your America Day by Day—7tw-w-mat —Clark Kinnaird ..... **KFS**

22—HOUSEHOLD, DO-IT-YOURSELF, HOUSE PLANS, INTERIOR DECORATING

A Home To Live In—w-2c5"-2c7"- man-ill-pte copy ..... **SHP**
About Your Home—w-1c6"-man-tape —Mrs. Hugo S. Sims, Sr. ..... **EC**
Antiques—w-275-ill-mim— Dorothy H. Jenkins ..... **DHJ**
Architects Home Designs—w-500-mim-ill— Gerry Bishop ..... BM-DNB-MIL
Associated Blueprints—w-mim-ill-ilm —Jack McEleney ..... **ASA**
Bright Ideas—w-var-mat-orp-ill— Joe Jones ..... APN
Chef, The—d-tw-250-300-mim—Sylvia Windle Humphrey ..... BM-DNB-MIL
Craft Patterns—S-2c7"-mat-proof-ill; or photo and proof—A. Neely Hall ..... **CRA**
Craft Patterns—w-2c7"-mat-ill ..... **CRA**
Curious Facts—d-w-450-mim— Donald Whitacre ..... CFF
Daily Financial (7 days) News Reports— domestic & foreign, Teletype ..... PRW
Do-It-Yourself—w-600-700-man-ill-ilm-tape—Mr. Fix ..... NEA-DNB
Do It Yourself—S-2c-proof-ilm— J. Ralph Dalzell ..... PHS-MIL-CWF
Dottie Decorates—S-2c-3c-ilm-tape— Dottie and Harry Brown ..... **GFC**
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Fabric Doctor, The—w-250-mim-ilm— Fred Dodge ..... **MM**
Family Finance—w-700-mim— Betty Yarmon ..... WNS
Family Pot Luck—w-1c8-mats or orp— Helen Hale ..... CSP
Features—w—Ida Fried ..... EPS
First Aid to the Ailing House—d-400; S-405-mim—Roger C. Whitman BM-DNB-MIL
Fix-It Tip—w-50-1c4"-ill-ilm— Staff ..... **NEA-DNB**
Fix It Yourself—d-350-printed— Hubbard Cobb ..... MIL-WSS
Furniture Restoration—m-var-ill—Staff.... WHE
Handy Family, The—w-4c2"-2c4"-mat— Lloyd Birmingham ..... **GFC**
Here's How—3tw-150-man— Oss Handle ..... MOH
Hi! I'm Dorsey Connors—tw-500-orp-ilm —Dorsey Connors ..... PHS-MIL-CWF
Hints from Heloise—d-mim; S-tps-hpt— mat colors—Heloise Cruse ..... **KFS**
Home—w-400-ill-mim—Ann Jermyn, George Adams ..... DHJ
Home—w—Ida Fried ..... **EPS**
Home Decorating—w-350-mim— Barbara Hartwig ..... CNS
Home Decorations—w-2c4-mats or orp— Staff ..... CSP
Home Furnishings Daily—d-var-ill ..... FA
Home Furnishings in Color— occ-3c-4c-5c-ilm-ill ..... NEA-DNB
Home Making Helps—3tw-mat-proof— Eleanor Ross ..... **KFS**
Homemaker's Humor—w-200-mim— Ann Rudy ..... CNS
Homeowners' Money Savers—S-300-mim— Douglas Tuomey ..... GFC
Home Repair Do's and Don't's—w-man-150-ilm—Andrew C. Lang ..... **APN**
Home Repair Problems—S-500-mim— Douglas Tuomey ..... GFC
Homes for Americans—w-mat ..... APN
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House Plans—w-mat ..... **KFS**
Household Hints—w-var-mim ..... **AFP**
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Housewife Helps—w-var-ill—Lois Hunter WHE
How Can I???—dexS-mim-100-300-man-orp —Anne Ashley ..... **WLG-MS**
How To Decorate—Better Homes & Gardens—3tw-200-mim-ill-ilm ..... **RTS**
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Interior Decoration—S-2c-mat— Jane Abrams ..... CTN
It's Your Castle—w-600-proof— Margo Gamsby ..... TNS
Know Your Antiques—w-500-mim-ill-ilm— Ralph and Terry Kovel ..... RTS
Lively Living—S-500-mim-ill— Reba and Bonnie Churchill ..... NNS
Minute Mechanic—S-2c-at-orp— Ben Corey ..... HAR
New Ideas—Products—w-2c5"-500-man-mim—Staff ..... **JL**
New Products—w-300-mim—Opal Crandall CNS
New Products—w-600-orp—Dorothea Brooks ..... UPI
News Service—7tw-Teletype ..... PRW
On The House—w-700-man-ilm— Andrew C. Lang ..... **APN**
Pointers and Patterns—S-tps-hpt-mat-ilm—Polly Cramer ..... NEA-DNB
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Slick Trick—d-1c-50-ilm—Staff ..... **NNS**
Spice Cabinet—w-1c3"-ilm-orp— Staff ..... NEA-DNB
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Techtoons—w-2c-mat—Patof and Bixby .... CP
Trix Of The Trade—dexS-1c-mat-1c— Howard & Jean Sparber ..... CTN
U-Bild-It—dS-var-man-mim— Steve Ellingson ..... UB-MS
U-Bild-Enterprises—dS-var-man-mim-ill— Steve Ellingson ..... DF
Varied—w&m-var-man ..... GLN
We Like This Plan Because . . .—w-2c-3c-mat-ill-orp—Hiawatha Estes ..... NPB
Wife Preservers—6tw-mat—Staff .....CP-KFS
Women's Page Features—d-350-man-tape-ill-ilm—Rosette Hargrove; Alicia Hart; Gaynor Maddox; Ruth Millett; Mrs. Muriel Lawrence; Helen Hennessy, Aileen Snoddy, Mary Brooks Picken, Polly Cramer, Patricia King ..... NEA-DNB
Women's Page Fillers—w-150-man— Staff ..... **NEA-DNB**
Workshop Patterns—sw-1c-ilm-mat-100 .... WP
You Can Fix It—tw-50-75-ilm-orp— Gene Von ..... **WLG-MS**
Your Sew Right—Sewing Column—w— Dale Cavanagh ..... SPS-MS

23—MAPS

Background Maps—w-ill-ilm—Staff ..... **APN**
Chicago Tribune Weather Map— dS-ill—Staff ..... **CTN**
Map of the Stars—m-4c10⅜"-ilm-mim—James Stokley ..... **SCS**
News Maps—1c-2c-3c-mat— Staff Artists ..... **NEA-DNB**
News Visuals, Pictures, Maps & Charts Page—dexS-ill-ilm ..... NEA-DNB
Weather Maps—Long Range Forecast— m-2c6½"-ill-ilm—Staff Artists .... NEA-DNB
Where in the World. . .?—d or S-1c2¼"- mat-mim—John I. Dugan ..... UFS-UPC

24—MOTION PICTURES

A Visit to the Stars—w-6 exclusive & intimate candid photos of TV, screen & stage personalities— glossy-8x10—Staff ..... **WIP**
Ambling With Ann—w-500-mim— Ann Wardell Saunders ..... **SE**
Arts of Leisure—w-750-mim— Russell Shaw ..... NCW
Behind the Scenes in Hollywood—6tw-mat-proof—Harrison Carroll ..... KFS
Broadway After Dark—w-1250-mim-orp— Bobby Maurice ..... MAU
Broadwayfarer (Motion Pictures)—sw-hps —Jerry Lee ..... AMS
Champlin, Charles (Motion Pictures Column) ..... LTWP
Drama Review—d-sea-man— John Chapman ..... CTN
Entertainment Features—TV, Stage, Movie News—w-300-400-man-ill-ilm-tape— Joan Crosby ..... NEA-DNB
Entertainment Whirl—w-var-man— Buddy Basch ..... BAS
Films, Music, Theatre—w-100 to 350-mim—David Horowitz ..... **WUP**
Fotorama, Movies, Theatre, Night Clubs— w-2tw-var-orp-man—Jerome Lee ..... AMS
Frankly Speaking—m-glossy-8x10- personalities—Gary Wagner ..... **WIP**
Hollywood—w-In Spanish, English & Portuguese—Inez & Cecilia Pedroza .... ICP
Hollywood—dS-mim—Dorothy Manners.... KFS
Hollywood—d-man; S-man-ill— ..... CTN
Hollywood—dexS-400-by wire— Bob Thomas ..... **APN**
Hollywood—dS-var-mim-man-by wire— Dorothy Manners ..... HHS
Hollywood—3tw-400-wire-(for afternoon papers)—Vernon Scott ..... UPI
Hollywood—4tw-400-wire-(for morning papers)—Vernon Scott ..... UPI
Hollywood Calling—(your city or country) —w-500-mim—Inez & Cecilia Pedroza ICP
Hollyood Candid Roundup—for rotor or picture page—Staff Photographers .... HLW
Hollywood Candid Service—w-var-man-mat-ill ..... GP
Hollywood Choo Cho—w-mim— Bobby Maurice ..... MAU
Hollywood Everywhere—dS-750-mim-photo-print-tape—Sheilah Graham .. BM-DNB-MIL
Hollywood Everywhere—dS-600-mim-ill —Sheilah Grahan ..... NANA-CWF
Hollywood Highlights—tw-500-mim-ilm— Howard Dick ..... CMI
Hollywood Heartline—dS-400-mim— Barney Glazer ..... TCN
Hollywood Informer Column—w-550-mim— John Austin ..... HIS
Hollywood Pictures—glo-ind-con ..... UPIN
Hollywood Report—d-600-mim— Jack Bradford ..... MCN
Hollywood Scene—w-2tw-var-orp-man— Ruth Del Monte ..... AMS
Hollywood Shorts—S-700-by wire— James Bacon ..... **APN**
Hollywood Speaks—w-hps-mim— Kurt Singer ..... **BPS**
Hollywood —Movies—TV— tw-500-600-2c12"-man-tape-ill-—Dick Kleiner ..... NEA-DNB
In Movies—w-m-hps-mim-orp— Phil Kalker ..... AEW
Las Vegas Limelight—1c— Barney Glazer ..... TCN
Motion Picture Column—6tw-450-mim— James Meade and Dave McIntyre ..... **CNS**
Motion Pictures—w—H. W. Holzer ..... **EPS**
Motion Pictures—packet-w-var-mim ..... **AFP**
Movie Column—S-500-wire— Bosley Crowther ..... NYT
News of Broadway & Hollywood—m-hps-orp—Philip Kalker ..... AEW
On Hollywood—dS-750-min-photo print-tape —Harold Heffernan ..... BM-DNB-MIL
On Hollywood—dS-600-mim— Harold Heffernan ..... NANA-CWF
On The Screen—w-800-mim— Herbert G. Luft ..... **JTA**
Reviewing The New Movies—sw-w-hps-mim-orp—Phil Kalker ..... AEW
Roving Critic—w-900-form-typed —Charles Lee CL
Scan Features—occ-500-700-man-7x9 glossy prints supplied—Rex Roper ..... RA
Showbeat—tw-550-2c12-ill-ilm— man-tape—Dick Kleiner ..... NEA-DNB
The Hollywood Current—w-500-man— Pete Johnson ..... PSS
The World of Entertainment—w-1c6"- man-tape—Lillian Hughes ..... EC
Varieties And Vistas (U.S.A. & L.A.)—w. 500—Inez & Cecilia Pedroza ..... ICP

25—MUSIC

A Visit to the Stars—w-6 exclusive & intimate candid photos of TV, screen & stage personalities— glossy-8x10—Staff ..... **WIP**
Bernheimer, Martin (Music) ..... LTWP
Books and Arts—w-700-man— Miles Smith ..... **APN**
Broadwayfarer (Motion Pictures)—sw-hps- Jerry Lee ..... AMS
Classical Records—w-300-orp— Deloa Smith ..... **UPI**
DISCussion—w-2c4"-400-man-ilm— Joe Kalif ..... **AMF**
DISCussion—w-400-man—Various ..... PSS
Disc Data—w-1c6"-man-mim—Staff ..... **JL**
Entertainment Whirl—w-var-man— Buddy Basch ..... BAS
Films, Music, Theatre—w-100 to 350-mim—David Horowitz ..... **WUP**
Frankly Speaking—m-glossy-8x10-personalities—Gary Wagner ..... WIP
Hi-Fi Whirled—dS-400-mim— Barney Glazer ..... **TCN**
Hollywood Heartline—dS-400-mim— Barney Glazer ..... TCN
Hollywood Speaks—w-hps—mim— Kurt Singer ..... **BPS**
Hume, Paul (Music) ..... LTWP
In Record Time—w-600-proof— Mary Campbell ..... APN
Jazz Column—w-750— Leonard Feather ..... LTWP
Las Vegas Limelight—1c— Barney Glazer ..... TCN

Johnson, Peter W. (Recordings) ..... LTWP
Let's Look at the Records—w-1c8-mats or orp—Linda Norris ..... CSP
Music Beat—w-500-mim—Skitch Henderson ..... GFC
Music Informer—w-500-mim—Julian Osberg ..... HIS
Music Whirl—m-var-man—Buddy Basch BAS
Music World, The—S-400-wire—Delos Smith ..... UPI
Odd-Ditties, odd facts in verse—d-mim—Sterling Sherwin (ASCAP) ..... GHF
Popular Records—w-300-orp—William D. Laffler ..... UPI
Record Review—w—Dina Dellale ..... EPS
Record Roundup—w—Bob Rudler ..... CNS
Rhythm Section—3tw-300-mim-glossy—Ralph J. Gleason ..... CHR
Saturday Review Music Service—w-2500-mim-ill—Irving Kolodin ..... SAT
Top 20 Records—w-200-wire—Staff ..... UPI
Top Records of Week—w-200-man—Nancy Gilbert ..... APN
Varieties And Vistas (U.S.A. & L.A.)—w-500—Inez & Cecilia Pedroza ..... ICP

26—NATURE

All About Pets—w-450-mim-ill—J. J. McCoy ..... GFC
Aquariums—w-500-ill-mim—Gerald Smith ..... TSS
Feature Packet—w-2000-ill-proof-photoprint—staff ..... SCS
Mark Trail—d-4c2⅛"-5c2⅝"; S-pt-hps-tps-mat—Ed Dodd ..... PHS-CWF
Mark Trail's Outdoor Tips—panel—1c5⅛"-mat—Ed Dodd ..... PHS-CWF
Notebook On Nature—w-1000-proof-ilm—Ron Lawrence ..... TNS
Outdoor Guideposts—w-2c5"-ill—Fred Luks ..... FL
Outdoor Living—w-400—Various ..... DHJ
Science News Report—5tw-2000-mim—Staff ..... SCS
Science Wire Reports—dexS-800-by wire—Staff ..... SCS
Skies Today, The—dS-1c2"-mim—Bailey R. Frank ..... BRF
Small Worlds Around Us—d-500-mim—Lynn M. Watkins ..... RTS
Weatherwise or Otherwise—w-400-mim—Capt. E. S. Neal ..... MS
Where They're At (Record Listings)—w-400-man—Staff ..... PSS
Wire By Mail Service—dexS-60-mim—Staff ..... SCS

27—PATTERNS

American Designer Pattern—d-w-mat-orp—Famous Designers ..... SPS
Anne Cabot Needlework—d-100-1c7"-S-200-2c6"-man-ill-ilm—Anne Cabot ..... NEA-DNB
Austine LaMar Fashion Patterns—S-2c8"-mat—Austine LaMar ..... GFC
Craft Patterns—S-2c7"-mat-proof-ill; or photo and proof—A. Neely Hall ..... CRA
Craft Patterns—w-2c7"-mat-ill ..... CRA
Dress Patterns Features—dS-1c-proof-mat-ill—Anne Adams and Marian Martin ..... CP-KFS
Duchess of Windsor—w-1c-2c-6"-mat—Duchess ..... SPS
International Designers—w-2c-mat—Patterns ..... SPS-MS
Iris Lane Dress Patterns—dexS-100-ilm-mats ..... GFC
Let's Knit—w-var-ill—Ursulla duBois ..... AD
Let's Sew—S-tps-ill-mat ..... KFS
McCall's Printed Patterns—d-1c-proof-mat-ill-8-2c-proof-mat-2 colors-ill ..... CF-MIL
Martha Madison Needlework Service—dexS-100-ilm-1c-mat ..... GFC
Needlecraft Pattern Features—dS-1c-proof-mat-ill—Alice Brooks, Laura Wheeler ..... KFS
Parade of Homes—w-3c8-ill-glossy—Staff ..... HOG
Pat's Pointers Needlework—w-500-mim-ill—Pat Trexler ..... PHS-CWF
Pattern of the Week—w-150-mim-ilm ..... AFP
Pattern Party—S-tps-ill-mat ..... KFS
Patterns—w-1c10"-mat—Iris Lane ..... CSP
Personalized—w-2c-mat—Patterns ..... SPS-MS
Pointers and Patterns—S-tps-hpt-mat-ilm—Polly Cramer ..... NEA-DNB
Prominent Designers Dress Patterns Feature—8-2c—Various Designers ..... KFS
Reader Service, Timely series, booklets on income tax, household, bridge, better grades, financial, recipes, Social Security/Medicare, Veterans' Benefits, patterns, fashion, needlework ..... NEA-DNB
Sew Speedy $1 Patterns—m-2c6" ..... SPS
Spadea Designer Patterns—w-1c-2c-mat-orp—Famous Designers ..... SPS
Stitchin' Time—w-2c-ill-ilm—Joanne Schreiber & Judy Love ..... NEA-DNB
Sue Burnett Dress Pattern—d-100-1c7"; 8-200-2c8"-man-ill-ilm—Sue Burnett ..... NEA-DNB
U-Bild-It—dS-var-man-mim-ill—Steve Ellingson ..... UB-MS
U-Bild Enterprises—dS-var-man-mim-ill—Steve Ellingson ..... DF
U-Bild Patterns—w-var-ill—Steve Ellingson ..... AD
Workshop Patterns—sw-1c-ilm-mat-100 ..... WP
Young Originals—Exclusive Designer Patterns—w-2c10"-man-ill-ilm—Fashion Designer ..... NEA-DNB
Your Complete Needlework Kit—w-2c9"-250-mat-orp—Dorchen Collins ..... APN

27A—PETS

All About Pets—w-450-mim-ill—J. J. McCoy ..... GFC
Aquariums—w-500-ill—Gerald Smith ..... TSS
Cats and Their Care—S-500-mim—Henrietta Hitchcock ..... CF
Dog Notes—w-1000-man—Peter Bogg's ..... MCN
Dogs—S-man-ill—Tom McNally ..... CTN
Kennel & Leash—w-650-mim—Maxwell Riddle ..... LED
Mostly About Dogs—S-man-ill—Tom McNally ..... CTN
Pet Doctor—d-1c6"-mat—Dr. A. W. Moller ..... APN
Pet Talk—d-400-500-mim—Dr. Charles Moon, DVM ..... GHS
Wonderful World of Animals—d-500 or S-800;mim-ilm—Dr. Frank Miller, D.V.M., Hubert Buel (artist) ..... CHR

28—PHOTOGRAPHY

Camera College—w-500-man-ill-lgp—Irvine A. Brace ..... BRA
Camera News—w-450-man-ill—Irving Desfor ..... APN
Hollywood Calling—(your city or country)—w-500-mim—Inez & Cecilia Pedroza ICP
Let's Take Pictures—w-700-ill-man—Rex Frost ..... MIL
Portraits—lrr-var-mim ..... AFP
What's New in Photography—tw-500-man—Jerome Lee ..... AMS

29—PUZZLES - QUIZZES

A Problem a Day—dexS-mim-75-225-man—R. J. Allen ..... WLG-MS
Anagrams—dexS-1c1½"-mim ..... BM-DNB-MIL
Around The World Contest—60 releases-2c7"-ill ..... SF
Astro-Scram—dS-2c3½-mat-orp—Jack Fitch ..... LED
Better English—dexS-mim-85-300-man-orp—D. C. Williams ..... WLG-MS
Bible Word Squares—w-1c-mat-orp—Earl Ireland ..... ROY
Big Check Puzzle Contest, The—up to 80 rel.-2c5"-mat ..... SF
Brain Game—6tw-mim ..... KFS
Brain Twisters—dexS-mim-70-200-man—Don Douglas ..... WLG-MS
Brain Twizzlers, The—d-150-200-ilm—Prof. J. D. Flint ..... NNS
Canadian Crossword—w-2c10"-mat-orp ..... TNS
Coinword—w-100-ilm—Robert Pearsall GFC
Count the Change Game—60 releases-2c7"-ill ..... SF
CP Crossword Puzzle—d-2c-mat ..... CP
CP Crossword Puzzle—6tw-2c-mat ..... KFS
Criss Cross—6tw-1c-mat—John Manning ..... KFS
Cross Word Puzzle—d-2c10"; S-5c10"-mat ..... PHS-MIL-CWF
Crossword—S-3c10"-mat—Maynard Nichols ..... GFC
Crossword Puzzle—w-2c6½"—Staff ..... CSP
Crossword Puzzle—w-2c-mat—Staff ..... CPS
Crossword Puzzle—dexS-2-3c-5½"-mat-ill—Staff ..... NEA-DNB
Crossword Puzzle—d-2c3 3/16-mat—R. A. Power ..... DWL
Crossword Puzzle—w-2c6"-mat-orp—A. C. Gordon ..... WLG-MS
Cross Word Puzzle—w-2c5"-mat-glossy proof—Bernice Paschen ..... SM
Cross-Word Puzzle—d-2c3 3/16"; S-3c6"-mat ..... BM-DNB-MIL
Crossword Puzzles—d-2c-mat—Staff ..... APN
Crossword Puzzles—dS-2c-mat—Staff ..... CTN
Crossword Puzzles—d-2c; S-3c-mat ..... UFS-UPC
Crossword Puzzle Contest—w-2c4"-ilm—Staff ..... DNB
Cryptograms—dS (on mat with crossword puzzle) ..... PHS-MIL-CWF
Cryptoquips—6tw-mat—Staff ..... KFS
Cryptoquotes—6tw-mat—Staff ..... KFS
Daily Crossword—dexS-2c8"-mat—Margaret Farrar ..... GFC
Daily Trivia Quiz—dexS-1c4-100—Donald Saltz ..... DAI
Detectograms—w-2c4"-mat-orp—L. and N. Kirk ..... KI
Do You Know?—cont-1c4"-man—T. Jerome Bishop ..... BIS
Dollar Darts—w-2c5"-mat ..... SF
Dollarwords Puzzle—w-2c5½"-mat-ill—Staff ..... NEA-DNB
Doodle-It-Yourself—S-2c10"-mat—Crosby Walter ..... DF
Doodletoo—w-var-ill—Bord Stephens ..... WHE
Factographs—6tw-mat-proof ..... KFS
Factoquiz—6tw-mim ..... KFS
Figurits—w-mim-150-man-orp—Don Douglas ..... WLG-MS
Fortune Teller—w-2c5"-orp—A. C. Gordon ..... WLG
Fun With Figures—5tw&S-1c4"-mat-ill-orp—J. A. H. Hunter ..... TNS-LAT
In The News—w-1c-ilm—George Grunewald ..... CF-MIL
Inspector Markham—w-4c3½"-mat—E. Leegstra ..... DWL
Jumble—that Scrambled Word Game—dS-2c-mat—Henri Arnold & Bob Lee CTN
Kiddie Korner—w-2c-mat-orp—Earl Ireland and Ray Cossette ..... ROY
KFS Crossword Puzzle—6tw-2c-S-3c—Eugene Sheffer ..... KFS
Lim-R-Iddle—d-2c4⅞—Albert Adler & Richard Harrison ..... PHS-CWS
Little People's Puzzle—dS-2c-mat—Lee White ..... UFS-UPC
Logic Game—w-200-ilm-mim—Staff C29
Look and Learn—dexS-mim-115-200-man-orp—A. C. Gordon ..... WLG-MS
My Word!....d-1c3¼"-mat—Frank Hedlund & James Ponter ..... RTS
"Number, Please?" Contest—ind-2c4"-mat—Staff ..... DWL
"Occupation, Please?" Contest—ind-2c3½:-mat—Staff ..... DWL
Package Deal—w-15 features-mat-glossy proofs ..... SM
Pathway to Success Quizz—w-hps-mim—Jane Sherrod ..... BPS
Pictorial Intelligram—w-100-2c5¾"—Staff ..... NEA-DNB
Premier Sunday Cross Word Puzzle—S-3c—Eugene Sheffer ..... KFS
Prizeweek Crossword Puzzle—w-2c-mat—Staff ..... DWL
Prizeword Puzzle Contest—w-2c-mat ..... BM-DNB-MIL
Prizewords—w-2c-100-ill-ilm ..... NEA-DNB
Puzzle Page—S-ps-pt-mat ..... KFS
Quick Quiz—dexS-100-1c4¾"-man-tape-ill-ilm—Staff ..... NEA-DNB
Quick Quiz—w-2c-mat—John Langton ..... GFC
Quiz Hall—dexS-2c5"-man—Wilton E. Hall ..... HPS
Quote-Acrostic—w-3c-mat-orp—Charles Preston ..... PHS-CWF
Ring It Rich—d-w-3tw-3c12"-orp ..... SF
Scramble Steps—d-2c5¾"-orp—Charles J. Basch ..... BAS
Scramlets—dS-2c ..... MCN
Self-Analysis Quiz—w-2c-mats-proof-mim-text—Jane Sharrod Singer ..... SM
Solve-A-Crime—w-mim-350-man-orp—A. C. Gordon ..... WLG-MS
Spanish Crossword Puzzle—6tw-2c-mat—Staff ..... KFS
Star Gazer—dS-2c ..... MCN
Test Your English—d-200-mim—Carroll H. Jones ..... RTS
Test Your Facts—dexS-man—Staff ..... CTN
Test Your Horse Sense—dS-man—Dr. George W. Crane ..... CTN
Test Your Vocabulary—dexS-2c-mat ..... BM-DNB-MIL
The Scrambler—w-2c2"-mim—Ronald Anders ..... AR
Town Words—60 releases—2c10-ill ..... SF
Treas-O-Gram—w-100-ilm-mim—Robert B. Pearsall ..... GFC
Treasure Hunt Contest—w-400-ill ..... SF
TV Crosswords Puzzle—w-3c8-mat-ill—Staff ..... NEA-DNB
TV Starscramble—S-w-2c-mat—Leo White ....BM-CF-DNB-MIL-NANA-WNS
TV Teaser Crossword Puzzle—w-3c5-4c6½"-mat-ill—Staff. ..... NEA-DNB
Two Minute Mystery—d-w-300-350-24 part series-col-mim—Donald J. Sobol ..... TM
U.S. Wide Quiz—S-500-mim—Dan Williams ..... CF-MIL
Weekend Bible Quiz—w-150-mim—Lavina Ross Fowler ..... NNS
Weekly Crossword Puzzle—w-2c8"-mat—Staff ..... NEA-DNB
What Do You Know—6tw-mim—Dr. Sabina Connolly ..... KFS
What's Your Fashionscope?—w-100-mim—Ethel Burge ..... BUR
Where in the World . . .?.—d- or S-1c2¼"-mat-mim—John I. Dugan ..... UFS-UPC
Who Am I?—w-150-mim—Clarice Erwin ..... AR
Who Knows? The Answers—w-1c6"-man—Lillian Hughes ..... EC
Word Definitions' Fictionary—w-9x12—Singer Features ..... BPS
Word Game—dexS-1c3"-mim ..... BM-DNB-MIL
Words, Wit & Wisdom—dexS-350-400-mim—William Morris ..... BM-DNB-MIL
Young Hobby Club—dexS-250-1c-mim-ilm—Cappy Dick ..... PHS-CWF-MIL

30—RADIO AND TELEVISION

A Closer Look—dexSat-3tw-400-550-mim—Ernie Kreiling ..... KR
A Visit to the Stars—w-6 exclusive & intimate candid photos of TV, Screen & Stage personalities—glossy-8x10—Staff ..... WIP
Adverteasers—3tw-2c5"-mat-orp ..... CKS
Arts of Leisure—w-750-mim—Russell Shaw ..... NCW
Assignment: Television—w-500-mim—Terrence O'Flaherty ..... CHR
Austin's Hollywood Column—w-500-mim—John Austin ..... HIS
Broadwayfarer (Motion Pictures)—sw-hps—Jerry Lee ..... AMS
Channel Chuckles—d-1c3¾"-ilm—S-hps-tps-pt-mat—Bil Keane ..... RTS
Entertainment Features—TV, Stage, Movie News—w-300-400-man-ill-ilm-tape—Joan Crosby ..... NEA-DNB
Entertainment Whirl—w-var-man—Buddy Basch ..... BAS
Fotorama, Movies, Theatre, Night Clubs—w-2tw-var-orp-man—Jerome Lee ..... AMS
Frankly Speaking—m-glossy-8x10-personalities—Gary Wagner ..... WIP
Fred Allen's Letters—12 part series-man-mim—Fred Allen ..... DDS
Gag Bag—S-man—Larry Wolters ..... CTN
Global TV—w-500-man-mim-7x9 glossy photos supplied—Sandy Raines ..... RA
Hollywood—3tw-400-wire (for afternoon papers)—Vernon Scott ..... UPI
Hollywood—4tw-400-wire-(for morning papers)—Vernon Scott ..... UPI
Hollywood Calling (your city or country)—w-500-mim—Inez & Cecilia Pedroza ICP
Hollywood—Movies—TV tw-500-600-2c-21"-man-tape-ilm—Dick Kleiner ..... NEA-DNB
Hollywood Highlights—tw-500-mim-ilm—Howard Dick ..... CMI
Hollywood Heartline—dS-400-mim—Barney Glazer ..... TCN
Hollywood Speaks—w-hps-mim—Kurt Singer ..... BPS
Interview Features—occ-500-700-man-7x9 glossy photos supplied—Sandy Raines ..... RA
Las Vegas Limelight—1c—Barney Glazer TCN
Laurent, Laurence (Radio-TV) ..... LTWP
Lookin' 'n' Listenin'—w-500-mim—Ann Wardell Saunders ..... SE
Music Informer—w-500-mim—Julian Osberg ..... HIS
News Service—7tw-teletype ..... PRW
Point of View—6tw-400-mim—Donald Freeman ..... CNS
Radio News Bulletin—d-var—Wire ..... AFP
Radio News Service—7tw ..... UPI
Radio-Television Week—w-700-man-on AP wires—Cynthia Lowry ..... AP
Radio-TV: An Objective Report—cont-500-man—T. Jerome Bishop ..... BIS
Radio-TV Day by Day—d ex Sat.-500-man—Cynthia Lowry ..... APN
Roving Critic—w-900-form-typed—Charles Lee CL
Scan Features—occ-500-700-man-7x9 glossy prints supplied—Rex Roper ..... RA
Showboat—tw-550-2c12-ill-ilm-mim-man-tape—Dick Kleiner ..... NEA-DNB
Show Biz—Color Cartoon—w-2c4½"-mat—Flash Fairfield ..... NEA-DNB
Show Time—Color TV Service—tab magazine cover—1200-w-ill-ilm ..... NEA-DNB
Shows To Watch (Television)—w-var-mim—Hal Humphrey ..... LAT
Station Break—TV Comic Panel—d-1c3¼"-ill-ilm—Geo. Lemont ..... NEA-DNB
Television Candid Service—w-var-man-mat-ill ..... GP
Television Column—S-500-wire-mim—Jack Gould ..... NYT
Television Informer—w-550-mim—John Austin ..... HIS
Television in Review—5tw-500-wire-(for afternoon papers)—Rick DuBrow ..... UPI
Television Week—S-750-by wire—Cynthia Lowry ..... APN
The Mail Ego—w-500-mim-Terrence O'Flaherty ..... CHR
The Record Rack—tw(var)-300-mim—Bud Good ..... CMI
Top View—tw-400-mim ..... MCN
Three On A Toothbrush—15 part series—man-mim-ill—Jack Paar ..... DDS
TV Cameo—w-3c-mat—Ed Misurell ..... CP
TV Cameos—w-mat ..... KFS
TV Close Ups—d-1,000-mim—Marilyn Beck ..... BM
TV Commentary—w-½ col.-man or tape—Mrs. Hugo S. Sims ..... EC
This Week's Motto—w-10-man—Staff ..... SS
TV Interviews—S-500-ill-mim—Mimi Mead ..... BM
TV—From a Woman's Viewpoint—w-2c8—Marcia Michels ..... AMF
TV Key Features, Mailbag, Previews—d-ill-mim—Stephen H. Scheuer & Staff ..... KFS
TV Laffs—d-1c-mat—Cliff Rogerson ..... BM-DNB-MIL
TV News—dexS-450-wire—Staff ..... NYT
TV Notebook—w-450-550-4c6½"-man-ill-ilm-tape—Joan Crosby ..... NEA-DNB
TV Notes—w-250-orp—Staff ..... UPI
TV Personalities—d-300-man-ill-ilm—Mary Goss & Frank Remlie ..... NEA-DNB
TV Preview for Next Week—w-500-600-man ..... NEA-DNB
TV Profile—w-500-orp—Vernon Scott ..... UPI
TV-Radio—3tw-500-wire-(for morning papers)—Jack Gaver ..... UPI

CLASSIFICATIONS OF FEATURES

TV Scout—television preview service—d-500-600-man ..... NEA-DNB
TV Test—w-1c6-mats or orp—Staff ..... CSP
TV Time—dS-mim-var-Q & A-mim-1c2c-ill-movie review, catalog, previews, etc—Staff ..... BM-DNB-MIL
UPI Audio Network—7tw ..... UPI
UPI Radio News Service—7tw ..... UPI
Video—Everyday—dS-var-man-ilm—Frances M. Knox ..... DIC
Video—Everyweek—w-4 or 8 pts-mim-ilm—Frances M. Knox ..... DIC
View—w-tpt-man-ilm—Frances M. Knox.. DIC
Viewing TV—3tw-350-mim—Hal Humphrey ..... LAT
What's On? TV-Radio—S-man—Ben Gross ..... CTN
Week-End TV Preview—w-ps-mat—Nicki Hill ..... DIC

31—RELIGION

A Christian Thinks—cont-var-man—T. Jerome Bishop ..... BIS
A Happy Home—w-175-mim—Staff ..... INR
A Lift For Living—S-500-mim-tape—Rev. Harold E. Kohn ..... GFC
Adventures with God—w-600-mim—Jane Scott ..... TNS
Altar Stairs—dS-2c4½"-man—Dr. E. Duane Hulse ..... HPS
Best Sermons of Month—m-600-2,000-man-orp—selected authors ..... PRO
Bible, Can You Quote It?, The—d-150, S-250-mim—Lavina Ross Fowler ..... NNS
Bible Speaks, The—w-1c20"-mat-ill—Dr. Kenneth Foreman ..... CPS
Bible Stories In Color—w-m-hps-mat-orp-transparencies—W. A. Nicolas ..... SPS
Bible Verse—w-1c2½"-man-Staff ..... EC
Bread of Life—d-123-mim-tape—Rev. A. Purnell Bailey ..... GFC
Church Ad—w-3c8-mats or orp—Staff ..... CSP
Church Forum—w-175-mim—Staff ..... INR
Church Humor—w-2c4"-mat-orp ..... CKS
Confident Living—w-650-mim-tape—Dr. Norman Vincent Peale ..... PHS-CWF
Country Parson, The—d-1c3"-ilm—Frank Clark ..... RTS
Creamed Comments on the Sunday School Lesson—w-500-mim—Staff ..... INR

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Daily News Reports, Domestic and Foreign—dex sat 12,500-var-mim—Staff ..... RNS
Days and Customs of All Faiths—w-var-mim-tape—Dr. Howard V. Harper ..... GFC
Discussion Questions on the Sunday School Lesson—w-250-mim—Staff ..... INR
Do You Know Bible Questions and Answers—w-100-mim—Staff ..... INR
Feature Stories—sea-hpt-tpt-mim-ill—Experts in their fields ..... WUP
Great Books Crossword Puzzle—w-2c-mat KFS
I Am in Iambic—d-w-col—Jo'n Milton Hagen ..... GHF
International Bible Lesson Column—w-750-mat-man—Dr. Clarence W. Cranford .... NCR
Jewish Quiz Box—w-400-mim—Rabbi Samuel Fox ..... JTA
Lenten Guideposts—sea-1200-mim—Various Authors ..... RTS
Lenten Series—an-450-600-2c10"—Rev. David Poling ..... NEA-DNB
Light on Life's Path—dexS-1c6"-mat—Roy Carley ..... CF-MIL
Living Faith—dexS-man—Harold Blake Walker ..... CTN
Looking Up At Life—w-man—Harold Blake Walker ..... CTN
Memo To Caesar—Lenten Series—40 Articles dexS-275-man-mim—Ken Woodman .... HPS
Mosaic—w-800-orp—Leon Paul—C31 ..... PAU
My Answer—dexS-1c-man—Billy Graham CTN
Our Preacher Says—w-75-mim—Staff ..... INR
Our Religions—w-500-mim—Dr. Carlyle Adams ..... RTS
Prayer for Today—dexS-50-60-man—Various Authors ..... NCR
Religion—w-250-mim—Claire Cox ..... CNS
Religion in Review—w-2000-mim—Staff ..... RNS
Religion Today—w-500-by wire—George Cornell ..... APN
Religious Drawings—w-2c5"-3c6"-mat-glossy proofs—Jack Hamm ..... SM
Religious (Church) Series—w-3c-4c-5c-mat-orp—J. C. Coleman ..... CA
Religious Series Features—cont-var-man—T. Jerome Bishop ..... BIS
Religious Service—d-var-mim ..... AFP
Sermonograms—w-400-mim—Staff ..... INR
Silver Lining—w-650-mim—Rabbi Samuel Silver ..... SAF
Sin, Sex And Self-Control—12 part series—man-mim—Norman Vincent Peale ..... DDS
60 Second Sermons—dexS-200-mim—Fred Dodge ..... MM
Strength For Today—dexS-250-mim—Dr. Earl L. Douglass ..... CF-MIL
Sunday School Lesson—S-750-mim—Dr. Earl L. Douglass ..... CF-MIL
Sunday's Sermon—w-1c6"-mat-ill—Rev. Robert Harper ..... CSP
Support the Church—w-3c9"-4c11"-5c13½"-mat-ill ..... KEA
The Better Way—w-175-mim—Staff ..... INR
The Bible Says—cont-var-man—T. Jerome Bishop ..... BIS
The Church Invites You—w-150-mim—Staff ..... INR
The Power of Faith—w-2c3"-art & text-mats or prints—Woodi Ishmael ..... APN
The Word of God—d-30-50; supplied semi-annually, free-various Bible Scholars .. PRB
Thoughts—Bible Classics Quotations—dS-50-75-1c2"-man-tape ..... NEA-DNB
Three Minutes A Day—dS-150-man—James Keller ..... MCN-CWF
Ties That Bind—w-600-mim—Rev. James T. McHugh ..... NCW
Truth for Today: Let's Ask The Bible—d-400-mim—A. G. van Campen ..... GS
Turning Point—w-400-mim—Max Christensen ..... CS
Varieties And Vistas (U.S.A. & L.A.) w-500—Inez & Cecilia Pedroza ..... ICP
Washington Religious News (formerly Religious Report)—sm-w-2500-hpt-mim—Robert Tate Allan ..... WRN
Week in Liturgy, The—w-700-mim—Rev. Robert W. Hovda ..... NCW
Week in Religion, The—w-900-var-mim.... RNS
Week in Religion, The—w-500-wire—Staff ..... UPI
Weekend Bible Quiz—w-150-mim—Lavina Ross Fowler ..... NNS
Weekly Bible Comment—w-45-2c7"-man ..... NEA-DNB
Weekly Meditation—w-150-mim—Colin Douglas ..... WLG-MS
Weekly Sunday School Lesson and Bible Strip—w-mat—Alfred Buescher.... CP-KFS
What Life Has Taught Me—w-hps-mim—Kurt Singer ..... BPS
What's The Difference?—12 part series—man-mim—Louis Cassels ..... DDS
Wit and Wisdom—w-75-mim—Staff ..... INR
World Affame—12 part series—man-mim—Billy Graham ..... DDS
World Of Religion—w-500-mim—Allen Spraggett ..... TSS
World Religious News—w-200-mim—Staff ..... INR
Your Life and Mine—d & w-300-mim—Phyllis Mitchell ..... MIT

32—RESEARCH—POLLS—SURVEYS

Almanac—7tw-wire—Staff ..... UPI
Continuing Alert—cont-1,000-mim ..... WWI
Editorial Research Daily Service—5tw-mim-600—Richard Spong ..... EDR
Editorial Research Reminder Service—w-mim-2000—Staff ..... EDR
Editorial Research Weekly Report—w-6000—Buel W. Patch, Asso. Ed. ..... EDR
Gallup Poll—Public Opinion News Service—3tw-var-man—Dr. George H. Gallup ..... PHS-CFW-MIL
If Your Name Is ———d-w-470-man-mim—Ann Reynolds, Ph.D. ..... RFS
Public's Opinion, The—w-500-mim—John Kraft ..... NNS
The Retirement Trap—12 part series—man-mim—Leland Cooley ..... DDS
This U.S.A.—12 part series—man-mim—Ben C. Wattenburg with Richard Scammon ..... DDS
Top View—tw-400-mim ..... MCN
Washington Capital News Service—6tw .. UPI

33—SCIENCE

Character Clues—d-1c3-mat-orp—Galen Scott ..... LED
East-West Trade Newsletter on Business & Economic Affairs—w-500-800-orp—Staff correspondents & outside contributors FNS
Feature Packet—w-2000-ill-proof-photoprint—Staff ..... SCS
Features—w—Ida Fried ..... EPS
Feature Stories—sea-hpt-tpt-mim-ill—Experts in their fields ..... WUP
Frontiers of Science—5tw-4c2½"-5c3"-ill-mat—Andrea Bresciani, Robert Raymond & Stuart Butler, Ph.D. ..... LAT
Graphic Science Features—occ-1c5"-ill-ilm ..... NEA-DNB
Hi-Fi Equipment—dS-400-mim—Barney Glazer ..... TCN
How Does It Work?—w-3c4⅞"-mat—A. F. van Hall, J. A. van Dijk ..... DWL
International Science Fair—sea-mim—Staff ..... SCS
Know The Weather—d-w-1c6"-man-tape—Edward H. Sims ..... EC
Let's Make—S-2c-mat-orp—Ben Corey ..... HAR
Long Range Weather Forecast—sm-400-mim—Staff ..... SCS
Map of the Stars—m-4c10¾"-ilm-mim—James Stokley ..... SCS
March of Science—S-800-by wire—Alton Blakeslee ..... APN
New Ideas and Gadgets—w-500-ill-ilm-proof-photoprint—Staff ..... SCS
News Service—7tw-teletype ..... PRW
Our New Age—dexS-1c5¾"-mat; S-pt-hps-tps-mat—Athelstan Spilhaus & Gene Fawcette ..... PHS-CWF
Our Space Age—d-2c-mat—Otto S. Binder ..... BM-DNB-MIL
Patents of the Week—w-700-mim—Staff ..... SCS
Profiles in Science—w-2c10"-mat-ill—Sam Patrick, George Getze ..... LAT
Reston Column—S-750-wire—James Reston ..... NYT
Science—irr-var-mim ..... AFP
Science—w—Mary Jane Bergen ..... EPS
Science and You—5tw-400-mim—Dr. Leonard Reiffel ..... WBE
Science at Work—w-500-wire—John Barbour ..... APN
Science Column—S-500—Walter Sullivan NYT
Science For You—S-100-2"x4½"-mim-mat—Bob Brown ..... GFC
Science Feature Story—w-1200-ill-on proof-photoprint—Staff ..... SCS
Science Forecast—an-mim-ill—Director .... SCS
Science News—tw-450-mim—Bryant Evans ..... CNS
Science Newsfeatures—w-ill-by wire—Frank Carey, Alton Blakeslee and John Barbour ..... APN
Science News—tw-450-mim—Bryant Evans ..... CNS
Science News Report—5tw-2000-mim—Staff ..... SCS
Science News Service—3tw-S-ill-color mim ..... WBE
Science Photographs—Fremont Davis .... SCS
Science Review of Year—an-mim-ill—Staff ..... SCS
Science Wire Reports—dexS-by wire-800—Staff ..... SCS
Sex and Crime—12 part series—man-mim—Clinton T. Duffy with Al Hirshberg .... DDS
Shaping the Earth—w-3c3¾"-mat—Dr. A. A. Manten ..... DWL
Skies Today, The—dS-1c2"-mim—Bailey R. Frank ..... BRF
Space I. Q.—dexS-500-mim—William Weiser ..... CF-MIL
Space Talk—3tw-500-mim—Col. John "Shorty" Powers ..... WBE
Stars Above—w-200-mim-ilm—Sherman Walker ..... LAT
Technical and semi-technical scientific articles and general news ..... PWF
The Weather and You—d-300-mim—Medicus Familius ..... RI
Tomorrow's World—w-1000-mim—Col. Hal D. Steward (USA Ret.) ..... GHS
What Life Has Taught Me—w-hps-mim—Kurt Singer ..... BPS
Why People Act That Way—12 part series—man-mim—Lucy Freeman ..... DDS
Wire By Mail Service—dexS-60-mim—Staff ..... SCS
Wonders of Nature—w-3c3¾"-mat—Dr. A. A. Manten ..... DWL
Wonders of the Universe—w-1000-mim-ill-tape—Dr. I. M. Levitt ..... GFC

34—SERIALS

A Woman's Guide To Part-time Jobs—12 part series—man-mim—Joseph A. Cooper ..... DDS
Bestseller—w-hps-mim or book form—Various Authors ..... BPS
Bigger Than A Breadbox—ind-12 pt. series-man-mim—Steve Allen ..... DDS
Cartoon Books—w-book form—Various Authors ..... BPS
Complete Guide For The Working Mother—ind-12 pt. series-man-mim—Margaret Albrecht ..... DDS
Entertaining With Elegance—12 part series—man-mim—Genevieve Dariaux .. DDS
Foreign Strips (panels)—w-varies-mat—Various ..... BPS
Fred Allen's Letters—12 part series-man-mim—Fred Allen ..... DDS
Gripping-Enthralling-Dramatic Series—pkge. 6 to 12-1000-mim-ilm—Outstanding Authors, Writers & Claire Wilbur, Ed.-in-Chf ..... CF-MIL
I Love A Roosevelt—ind-7 pt. series-man-mim—Patricia Peabody Roosevelt ..... DDS
Lenten Guideposts—sea-1200-mim—Various Authors ..... RTS
Liberty Magazine's Book Serials—m-9x12-ill-orp—Various ..... BPS
Make People Like You—Book serialization-18 installments-1c20"-ilm-orp—Lelord Kordel ..... SPE
Mission With LeMay—6 part series—man-mim-ill—Gen. Curtis E. LeMay with MacKinley Kantor ..... DDS
Mystery Novelettes—w-mim-ilm ..... KFS
Off My Chest—12 part series—man-mim-ill—Jimmy Brown ..... DDS
Phyllis Diller's Housekeeping Hints—ind-19 pt. series-man-mim—Phyllis Diller ..... DDS
Search For Amelia Earhart—ind-12 pt. series-man-mim—Fred Goerner ..... DDS
Serial Fiction—mat-proof ..... KFS
Serial Fiction—6tw-mat-proof ..... CP
Serialization of Books of Current Interest; Current titles available on request—Kurt Singer ..... BPS
Sex and Crime—12 part series—man-mim—Clinton T. Duffy with Al Hirshberg .... DDS
Sin, Sex And Self-Control—12 part series—man-mim—Norman Vincent Peale ..... DDS
Sports Serials (British, Australian, American sports and non-fiction and instruction books) ..... JL
Stay Alive—12 part series—man-mim—Jean Carper ..... DDS
The Big Spenders—ind-12 pt. series-man-mim—Lucius Beebe ..... DDS
The Divorcee's Handbook—ind-12 pt. series—man-mim—Louise Rohner .... DDS
The End Of Free Enterprise—12 part series—man-mim—Donald I. Rogers ..... DDS
The Quality of Courage—12 part series—man-mim—Mickey Mantle ..... DDS
The Retirement Trap—12 part series—man-mim—Leland Cooley ..... DDS
The Wheels of Fashion—12 part series—man-mim-ill—Phyllis Lee Levin ..... DDS
The Truth About Men—12 part series—900 words each—Cullen Moore ..... CMS
This U.S.A.—12 part series—man-mim—Ben C. Wattenburg with Richard Scammon ..... DDS
Three On A Toothbrush—15 part series—man-mim-ill—Jack Paar ..... DDS
To Move A Nation—ind-12 pt. series-man-mim—Roger Hilsman ..... DDS
Wall Street Made Easy—12 part series—man-mim—Ellen Williamson ..... DDS
What's The Difference?—12 part series—man-mim—Louis Cassels ..... DDS
When You Need A Lawyer—12 part series—man-mim-ill—Kenneth & Irene Donelson ..... DDS
Why People Act That Way—12 part series—man-mim—Lucy Freeman ..... DDS
With Kennedy—ind-18 pt. series-man-mim—Pierre Salinger ..... DDS

World Aflame—12 part series—man-mim—Billy Graham ..... DDS
Yoga, Youth and Reincarnation—12 part series—man-mim-ill—Jess Stearn ..... DDS

35—SHORT STORIES

Broadwayfarer (Hollywood, Motion Pictures, Stage, Screen Books, Short Stories)—w-tps—Jerry Lee ..... AMS
Feature Stories—sea-hpt-tpt-mim-ill—Experts in their fields ..... WUP
Grover Brinkman Features—w-400-500-man-8x10 glossy photos—Grover Brinkman ..... RA
Inside Stuff (Records, Jocks, Jukes, Discs & TV)—w-tps—Jerome Lee ..... AMS
Music, Recordings, Jocks and Jukes—w-2tw-var-orp-man—Jerome Lee ..... AMS
Short Article Service—w-1000-mim—Various ..... TSS
Short Stories—w-4c5"-man; S-ps-pt-hps—Frank Del-Witt ..... HT
Short Story—d-man—Well Known Authors CTN

36—SPECIAL PAGES

A Home To Live In—w-2c5"-2c7"-mat-ill-ptd copy ..... SHP
Antiques and Attic-ulations—w-4c5"-man; S-ps-pt-hps—Katherine Schilling ..... HT
Automobiles—an-16pg. tabloid—Staff .... APN
Back to School—an-16 pts-mats or orp-ill—various ..... APN
Believe It or Not—d-2c-3c; S-hps-4c-tps-mat ..... KFS
Bigger Than A Breadbox—ind-12 pt.series-man-mim—Steve Allen ..... DDS
Brides—an-16 pt-mats-or orp-ill—various ..... APN
Bulletin News Mats—6tw-mat—Staff .... KFS
Carl H. Giles Features—w-var-ill-man-mim—Prof. Carl H. Giles ..... RA
Christmas—an-16 pt-mat or orp-ill—various ..... APN
Christmas Shopping Feature—an-ps-tape-man-ill-ilm—Staff ..... NEA-DNB
Christmas Supplement—an-12,000-mim-ill—Various ..... NCW
Coin-Wise—w-1c-2c-350-ill-ilm-orp—Leon T. Lindheim ..... NNS
Color-Pictures and Illustrations—w-ill-ilm ..... NEA-DNB
Complete Guide For The Working Mother—ind-12 pt. series-man-mim—Margaret Albrecht ..... DDS
CP Compact Weekly Service—w-proof-mat KFS
Craft Patterns—w-2c7"-mat-ill ..... CRA
Easter Supplement—an-10,000-mim-ill—Various ..... NCW
Fashionable Savages—12 part series—man-mim ill—John Fairchild ..... DDS
Feature Picture Stories from throughout the World—cont-var-ill-mim-1gp-orp .... MP
Feature Pictures—d-1c-2c-3c-4c-mat ..... NEA-DNB
Full 6-Column Page Mat of Weekly Features—w-6c10"-mat ..... SM
Full 5-Column Tabloid Page Mat of Weekly Features—w-5c15"-mat ..... SM
Hobby Hourse Tales—w-4c5"-man; S-ps-pt-hps—Frank Del-Witt ..... HT
Holiday Preparedness—sea-250-300-man-ill-ilm—Staff ..... NEA-DNB
Home Decorating—w-350-mim—Barbara Hartwig ..... CNS
Homes—an-16 pt mats or orp-ill—various ..... APN
I Love A Roosevelt—ind-7 pt. series-man-mim—Patricia Peabody Roosevelt ..... DDS
Insurance Simplified—w-300-mim—Saul Sokol ..... DN
Justice Stories—S-ill-ilm—Ruth Reynolds CTN
Lively Living—S-500-mim-ill—Reba and Bonnie Churchill ..... NNS
Magazine Pages—S-ill-ilm—Staff ..... CTN
NANA Photo Service—w-C to 12 exclusive photographs from top world wide agencies ..... NANA-CWF
News Pictures—Telephoto—Spot News—d-1c-2c-3c-mat ..... NEA-DNB
Nighthawk Newsmats—6tw-mat ..... KFS
Old and New-mismatics!—w-4c5"-man; S-ps-pt-hps—Katherine Schilling ..... HT
Phyllis Diller's Housekeeping Hints—ind-19 pt. series-man-mim—Phyllis Diller ..... DDS
Pic-Tales (Photo Story Layouts)—w-3 to 6 col—Staff ..... KFS
Pictorial Page (general)—6tw-ps-pt-mat—Staff ..... KFS
Picture News Page—w-news and feature-1c-3c-3c-ps-mat ..... NEA-DNB
Picture Review of the Year—an-p-hps-mat-ill—Staff ..... NEA-DNB
Picture Show—w-ps-mat—Staff ..... APN
Public's Opinion, The—w-500-mim—John Kraft ..... NNS
Putting My Knews to the Grindstone!—w-4c5"-man; S-ps-pt-hps—Frank DelWitt ..... HT
Quarter Page Mat of Four Comic Strips—w-4c9½"-mat ..... SM
Review of The Year—an-ps-hps-man-mat-ill—Staff ..... NEA-DNB
School Supplement—an-10,000-mim-ill—Various ..... NCW
Science News—tw-450-mim—Bryant Evans ..... CNS
Scott's Scrapbook—6tw-2c-3c-mat.... R. J. Scott ..... CP-KFS
Search For Amelia Earhart—ind-12 pt. series-man-mim—Fred Goerner ..... DDS
Selected Local Magazine Specials—cont-500-1000-mim-ilm—Lothar J. Schwarzer ..... NNS
Senior Forum—5tw-350-mim-tape—Paul Hightower ..... GFC
Six Column Half Page of Weekly Features—w-6c9½-mat ..... SM
Sketches—d-1c-75-mim-tape—Ben Burroughs ..... GFC
Sparks of Wisdom—dexS-mim-60-70-man—Cedric Simms ..... WLG-MS
Spot News Background Features—d-w-cont-var-mim-ill ..... WPA
Spot News Features, Illustrated—w-mats (8-10 wkly) ..... KFS
Spot News Mats Super-Service—6tw-mat KFS
Tabloid Offset Page—w-5c-15"-orp ..... SM
Teen Fashions—w-400-mim—Lynne Houser ..... CNS
Teen Manners—w-400-mim—Pat Davis ..... CNS
The Big Spenders—ind-12 pt. series-man-mim—Lucius Beebe ..... DDS
The Divorcee's Handbook—ind-12 pt. series-man-mim—Louise Rohner ..... DDS
Timely Books—m-var-mim—Staff ..... CTN
To Move A Nation—ind-12 pt. series man-mim—Roger Hilsman ..... DDS
The Retirement Trap—12 part series—man-mim—Leland Cooley ..... DDS
"The Shrewd Nude" or other light & dark verse—dex Sat-25-50-mim—John Milton Hagen ..... GHF
Travel Features—6tw-400-mim—Staff, Correspondents ..... CNS
U-Bild-It—dS-var-man-mim-ill—Steve Ellingson ..... UB-MS
U-Bild Enterprises—dS-var-man-mim-ill—Steve Ellingson ..... DF
Under Twenty—w-8 separate cols-500-mim—Kurt Larson and others .... CF-MIL
Vintage Years, The—w-4c (separate)-500-mim—R. O. Beckman ..... CF-MIL
Weekly Picture Page—w-news & features-1c-2c3c-ill-ilm ..... NEA-DNB
With Kennedy—ind-18 pt. series-man-mim—Pierre Salinger ..... DDS
Year End News Review—an-ps-ill—Staff APN
Year End Reviews—an-p-hps-man-mat-ill-ilm—Staff ..... NEA-DNB
Year End Sports Review—an-var-ill—Staff ..... APN

37—SPORTS—OUTDOORS—BOATING

According to Hoyt—w-2c20"-orp—Waite Hoyt ..... ATH
Afield and Afloat—dexS-1c3"-mat-orp—Hank Andrews ..... AF
Arnold Palmer Method, The—4tw-200-mat; S-2c-mim-ilm-tape—Arnold Palmer .... NNS
Ask Joe Wilman—d-1c-100-ilm-tape—Joe Wilman ..... NNS
Ask Me—dwS-100-mim—Louis Berliner .... DF
Baseball's Immortal Madcaps—20 articles-800-ill-ilm—Harry Jones and Fred Reinert ..... AP
Baseball Play-by-Play—wire—d-sea-man.... AP
Baseball Series—sea-300-500-man-ill-ilm ..... NEA-DNB
Baseball Statistics—tw-on-extension AP Sports wire—w-on ext. teletypesetter Sportswire ..... AP
Basketball Prophecy & Ratings—w-2c5-var-mim—Mort Olshan ..... MOS
Basketball Series—sea-300-500-man-ill-ilm ..... NEA-DNB
Better Five Pin Bowling—3tw-sea-ilm-mim—Dick Simon ..... TSS
Between You 'n Me—3-550-2c11"-man-ill-ilm—Murray Olderman ..... NEA-DNB
Biff Buff—6tw-1c4-mat-orp—Kearney Egerton ..... RI
Boating—w-1c-2c-350-ill-ilm-orp—Stan Davies ..... NNS
Boating—w-500-orp—Jack Wolfston ..... UPI
Boom in Golf, Football, Baseball, Racing—w-tps-hpt-ill-mim—Phil Kalker ..... AMS
Bowling At Its Best—w-2c-mat—Dick Weber ..... GFC
Bowling Series—sea-300-500-man-ill-ilm ..... NEA-DNB
Bowling Tips—d-1c-65-ilm—Don Carter & Marion Ladewig ..... NNS
Camping with Van—w-750-mim—Martin Vanderveen ..... PAV
Cage Power Ratings—College Basketball Ratings & Predictions—w-var-mim—Mort Schwartz ..... FF
Comment on Sports—w-1c15"-man-tape—Pete Fritchee ..... EC
CP Sports Mats—d-6tw-mat ..... CP-KFS
CP Sports Pictorial Page—w-p-mat ..... CP
Curious Facts—d-w-450-mim—Donald Whitacre ..... CFF
Curling Cues—w-sea-ill-mat-mim—Ron Northcott ..... TSS
Daley Column—d ex sat-500-wire—Arthur Daley ..... NYT
Dick Dunkel's College Basketball Index—sw-var-mat—Dick Dunkel ..... DSR
Dick Dunkel's College Football Index—sw-var-mat—Dick Dunkel ..... DSR
Dunkel Sports Rating Service—sea-2&3c-mat-mim—Dick Dunkel ..... BM-DNB-MIL
Durslag Sports Column—6tw-mim—Melvin Durslag ..... KFS
Fan Fare—d-1c6½-3c; S-hpt-tps-mat—Walt Ditzen ..... PHS-CWF-MIL
Football Prophecy & Ratings—w-2c5"-var-mim—Mort Olshan ..... MOS
Football Series—sea-300-500-ill-ilm—Murray Olderman ..... NEA-DNB
For The Fun Of It—w-2c12"-man-tape-ilm—Jim Crossley ..... NEA-DNE
Frankly Speaking—m-glossy-8x10-personalities—Gary Wagner ..... WIP
Fur, Fin and Campfire—3tw-mat-proofs—Staff ..... CP-KFS
Gary Player's Golf Class—3tw-4c-5c-mat KFS
Golf School—d-200-ill-ilm—Sam Snead NNS
Golf Series—sea-250-300-mim-ill-ilm—Frank Beard ..... NEA-DNB
Grid Power Ratings—College Football ratings & predictions—w-var-mim—Mort Schwartz ..... FF
Hockey Hints—3tw-ill-mim-sea—Gordie Howe ..... TSS
I Bet You Didn't Know—w-300-mim-various Sports ..... CR
In the Wake of the News—dS-man—Dave Condon ..... CTN
Inside Auto Racing—2tw-750-mim—Don O'Reilly ..... AU
Jack Nicklaus on Golf—3tw-2c4⅜"-mat—Jack Nicklaus ..... PHS-CWF
Kennel & Leash—w-650-mim—Maxwell Riddle ..... LED
Knudson's Word Of Golf—w-sea-ill-mat—George Knudson ..... TSS
Learn to Curl—3tw-sea-1c-mat ..... TSS
Long Shots—d-3cl 9/16"-mat—Fred Thomas ..... PHS-CWF
Looking Back In Sports—w-2c-mat—Lenny Hollreiser ..... CTN
Mark Trail's Outdoor Tips—panel-1c5⅛"-mat—Ed Dodd ..... PHS-CWF
Milt Dunnell Sports Column—5tw-800-mim—Milt Dunnell ..... TSS
Morrison Golf Articles—3tw-mat—Alex J. Morrison ..... CP-KFS
Motor Talk—w-reg-mim-various ..... BPS
Murray Column—5tw-350-mim—Jim Murray ..... LAT
Off My Chest—12 part series—man-mim-ill—Jimmy Brown ..... DDS
Olympic Skying For You—sw-250-1c, 2c-mim-ilm—Robert Beattie ..... NNS
On the Sports Front—w-500-mim—Bud Wilkinson ..... GFC
One Minute Sports Quiz—w-1c3-man—Edward H. Sims ..... EC-MS
Open Season—d-2c2¾"-mat—Clyde Lamb ..... RTS
Outdoor Guideposts—w-2c5"-ill—Fred Luks ..... FL
Outdoor Living—w-400-Various ..... DHJ
Outdoors—w-500-mim—Stan Davies ..... TSS
Outdoorsman—w-var-man—Perk Angwin .. DIC
Play Better Golf—3tw-2c-ill-ilm—Tommy Armour ..... CTN
Power and Sail—S-600-ilm—Bill Robinson ..... GFC
Pro-Files—6tw-mat-proof—Bob Sudyk & Lou Darvas ..... KFS
Quality of Courage, The—12 part series—man-mim—Mickey Mantle ..... DDS
Race Results by Teletypesetter Wire—6tw AP
Racing Form Concensus Selections—d-wired ..... CTN
Racing Photographs with News Captions—Ralph Morgan ..... RMN
Ramblin' Veeck—w-750-mim—Bill Veeck ..... PHS-CWF-MIL
Reportage d'Amerique—w-500-man—Maurice La Fontaine ..... CMI
Silver On Sports—fn-800-mim—Jesse Silver ..... JTA
Ski Tips—3tw-sea-1col-mat-orp—Dick Simon ..... TSS
Soccer Shots—3tw-500-2c7½"-man-ill—Milt Miller ..... SA
Solunar Tables—w-500-mim-ilm—Richard Alden Knight ..... RTS
Sport—irr-var-mim ..... AFP
Sport Scene—3tw-2c7"-man-mim—Lee James ..... JL
SportShelf—w-1c6"-man-mim—Jeff Lee ..... JL
Sports Before Your Eyes—d or w—Harry S. Donen ..... DHS
Sports Cartoon—tw-2c6, 3c16-ill-ilm—Murray Olderman ..... NEA-DNB
Sports Cartoons—6tw-2c-3c-mat—Alan Mayer ..... CP-KFS
Sports Cartoons—1c2½"-2c4"-mat-ill—British Artists ..... JL
Sports Columns—3tw—Jack Murphy & Paul Corcoran ..... CNS
Sports Column—5tw-600-mim—Milton Gross ..... NANA-CWF
Sports Corner—w-2c4"-mat-ill—Staff ..... CSP
Sports Expert—3tw-750-mim—Fred Imhof ..... RTS
Sports, Fillers—w-1c-ptd copy datelined and headed ..... STF
Sports Illustrations—sw-1c3-ill-ilm—Murray Olderman ..... NEA-DNB
Sportsman's Digest—dexS-1c4"-mat—Hal Sharp ..... GFC
Sports Newsfeatures—w-ill-ilm—Staff .... APN
Sports Newspictures—d-1c-2c-3c-mat ..... NEA-DNB
Sports on Stamps—w-1c4"-man-ill—Milt Miller ..... SA
Sports Pictorial Page—w-S—Staff ..... KFS
Sports Pictures—glo-mats-ind-on contract ..... UPIN
Sports Postpaid—w-1c9"-man-ill—Milt Miller ..... JL
Sports Patrol (for morning papers)—6tw-400-man—Steve Snider ..... UPI
Sports Puzzler—dS-50-mim—Chuck Reichblum ..... CR
Sports Serials (British, Australian and American sports and non-fiction and instruction books) ..... JL
Sports Service—7tw ..... UPI
Sports Shorts—dexS-25-50-75-man—Staff ..... NEA-DNB
Sports Sputterings—6tw-mat-proof—Walter L. Johns ..... CP-KFS
Sports Stories—dexS-500-man-ill-ilm—Murray Olderman, Sandy Padwe, Roger Doughty, Dave Burgin ..... NEA-DNB
Sports Today—5tw-mim—Jimmy Cannon ..... KFS
Sports, What's New or Doin in—w-2tw-var-orp-man—Phil Kalker ..... AMS
Tech Toons—w-2c ..... KFS
Teletypesetter Box Score—wire-d-six-tape AP
Teletypesetter Sports Wire—7tw-national trunk sports by monitor and tape ..... AP
Tenpin Tips—6tw-1c-mat—Frank Clause ..... GFC
This Day in Sports—dexS-1c-mat—Lenny Hollreiser ..... CTN
This Morning—4tw-600—Shirley Povich ..... LTWP
Today's SporTest—d-mat—Frank Watson ..... CP-KFS
Today's Sports Parade—5tw-400-wire—Milton Richman ..... UPI
Today's Sportrait—5tw-300-wire—Staff .. UPI
UPI Sports Service—7tw for newspapers and radio stations ..... UPI
Views of Sport—6tw-900-mim—W. W. "Red" Smith ..... PHS-MIL-CWF
Ward to the Wise—5tw-man—Gene Ward ..... CTN
Water Skiing—w-sea-750-mim—Clint Ward ..... TSS
What's Doin' In Sports—6tw or w-100-man—Phil Kalker ..... AMS
What's New In Sports—sw-w-ps-hps-mim-orp—Phil Kalker ..... AEW
Wheeling It—w-3c10"-man-tape-ilm—Bob Cochnar & Dave Burgin ..... NEA-DNB
With Rod and Gun—w-2c10"-orp—Dave Roberts ..... ATH
Year End Sports Review—an-var-ill—Staff APN
Yesterday's Heroes—w-250-mim-ill—Loel Schrader ..... RTS
Young Ideas—tw-man—Dick Young ..... CTN
You're the Skipper—w-500-ill-mim—John Bohannan ..... PHS-CWF-MIL

38—STAMPS, COINS

A Bout With Stamps!—d-w-m-500-4c5"-man—Frank Del-Witt ..... HT
Adventure Postpaid—w-1c9"-man-ill—Lee James ..... JL
Coin Collector's Corner—w-mim-mat-ill—Robert Svensson ..... KFS
Coin Roundup—S-500-ill-mim—Maurice M. Gould ..... GFC
Coin-Stamp-Medal World—w-300—Frank G. Spadone ..... COI
Coin-Wise—w-1c-2c-350-ill-ilm-orp—Leon T. Lindheim ..... NNS
International Adventure (Numismatic)—w-500-ill-mim—Julius Weiss ..... WEI
International Adventure (Philatelic)—w-500-ill-mim ..... WEI
Keeping Posted—w-400-mim—Frank Graham ..... CNS
Labor on Stamps—w-1c3"-man-ill—Lee James ..... JL
Philatelic News—w-500-mim-ill—Gustav Detjen, Jr. ..... DET
Sports on Stamps—w-1c4"-man-ill—Milt Miller ..... SA
Sports Postpaid—w-1c9"-man-ill—Milt Miller ..... JL
Stamp Nook—w-400-mim-ill—Ronald Anders ..... AR
Stamps in the News—w-450-man-ill—Syd Kronish ..... APN
Stories About Stamps—w-2c4"-man—Doug Patrick ..... RGB
The World of Stamps—w-750-orp-ill—Gustav Detjen, Jr. ..... DET
World of Coins, The—w-500-mim-ill—Barbara Lyon ..... NUM

38A—TEENAGE

Advice to Teen-Agers—3tw-man; S-ill-ilm—Sheila Daly ..... CTN

CLASSIFICATIONS OF FEATURES

Aileen Reports—Consumer Interests—sm-300-400-man-ill-ilm-tape—Aileen Snoddy ..... NEA-DNB
Ask The Teacher—5tw-300-man—Shirley Schraub ..... MCN-CWF
Auto Album—w-2c5-mat—Tad Burness ..... RTS
Campus Report—w-350-man-tape-ilm—Staff ..... NEA-DNB
Con la Ley en la Mano (Column on Law in Spanish)—d-150-mim—Martin J. Ross ..... LAW
Doris Answers Youth—w-750-mim—Doris Revere Peters ..... NCW
Education For Tomorrow—sw-600-mim—Dr. Earl J. McGrath ..... DDS
Everyday Law—d-150-man—Martin J. Ross ..... LAW
Famous People In Teens—w-250-mim—Bett Anderson ..... CNS
Frontiers of Science —5tw-4c2½"-5c3"-ill-mat—Andrea Bresciani, Stuart Butler Ph.D. ..... LAT
Hollywood—w-in Spanish, English & Portuguese languages—Inez & Cecilia Pedroza ..... ICP
Hollywood Speaks—w-hps-mim—Kurt Singer ..... BPS
It's Child's Play—sw-250-1c, 2c-ilm-mim ..... NNS
Law Brief, The—d-150-500-man-orp-gal—Martin J. Ross ..... LAW
Moore About Adam & Eve—tw-200-mim—Cullen Moore ..... CMS
Once Upon A Time—w-1c3½"-2c7"—Interviews Famous People ..... SPS
Parents' World—5tw-350-400-mim—Dr. Eve Jones ..... BON
People and Problems—d-300-500-man—Martin J. Ross ..... LAW
Personal Tips to Teen Agers—w-750-mim—Dorothy Ricker ..... RTS
Quality of Courage, The—12 part series—man-mim—Mickey Mantle ..... DDS
Sneakers—3tw-1c-2c-mat—Jeanne and Mary ..... KFS
Swinging Set—3tw-300-500-mim-tape—Sylvie Reice ..... PHS-CWF
Teenage Corner—6tw-350-mim—Ellie and David Lavin ..... TE
Teenage Date-Line—d-1000-mim-tape—Ele & Walt Dulaney ..... BM
Teen-age Mail—3tw-500-mim-on tape—Dorothy Ricker ..... RTS
Teenagers Say—w-1000-mim— Lester Rand YR
Teenage Tips—w-hps-mim—Jane Sherrod ..... BPS
Teen Do In—d-1c—Ben Corey ..... HAR
Teen Fashions—w-400-mim—Lynne Houser ..... CNS
Teen Manners—w-400-mim—Pat Davis ..... CNS
Teen Scene—occ or oas-var-mim-ill—Molly Potkin ..... CJC
Teen Talk—3tw-500-mim—Susan ..... LAT
The Hit Of The Week—w-4c5"-mat-orp—Famous Bands ..... SPS
The Teenager—w-2tw-var-orp-man—Ed Rudy ..... AMS
This Generation—4tw-500-900-mim-ill—Edited by James T. & William M. Doran CTN
Tips for Teens—tw-300-ilm—Elinor Williams ..... MCN
Today's Teens—w-300-mim—Lester Rand YR
Tongue Twisters—w-9x12-mim—Staff ..... BPS
TV & Radio Reviews—w-2tw-var—Ruth Del Monte ..... AMS
Wheeling It—w-3c10"-man-tape-ilm—Bob Cochnar & Dave Burgin ..... NEA-DNB
You and the Law—d-300-500-man—Martin J. Ross ..... LAW
Youth Asked For It—3tw-mim—Helen Bottel ..... KFS
Youth Beat—w-2c13"-man-tape-ilm—Ralph Hartell ..... NEA-DNB
Youth Parade—S-200-mim-ill— Reba & Bonnie Churchill ..... NNS
Youthful Viewpoint, The—w-1000-mim—Lester Rand ..... YR

39—TRAVEL

Adventure Postpaid—w-1c9"-man-ill—Lee James ..... JL
African Coverage—3tw-400-mim—CNS Correspondents ..... CNS
Around the World With Delaplane—Weekend—400-500-mim—Stanton Delaplane ..... CHR
Destination—w-600-700-mim—Joseph Adler ..... ADL
European Coverage—tw-500-mim—Thomas Nuzum & Gene Sherman ..... CNS
Far Eastern Coverage—6tw-500-mim—Ed Neilan & Derek Maitland ..... CNS
Going Places—S-1000-mim-tape—Ron Butler ..... GFC
Hollywood Calling—(your city or country)—w-500-mim—Inez & Cecilia Pedroza ..... ICP
Let's Go—w-500-man ..... EPS
Little Journeys to Great Homes—w-650-750-mim—Louise Hubbard ..... HN
Minia-Tours—w-550-650-mim—Walter W. Hubbard ..... HN
Of All Places—S-750-mim-ill-tape—Horace Sutton ..... PHS-CWF
Ports of Call—w-2c7"-man-tape—Edward H. Sims ..... EC
Postcard—d-400-500-mim—Stanton Delaplane ..... CHR
Sid Ascher In New York—w-500-mim—Sid Ascher ..... ASC
Southwest Features—Staff ..... CNS
Tips For Trips—fn-350-400-mim—Rosellen Callahan ..... EES
Travel—w—Margaret Williams ..... EPS
Travel—w-500-mim—R. G. King ..... MAG
Travel—w-500-mim—Gerry Hall ..... TSS
Travel at a Glance with Robbie Patrick—sm-2c6"-mat-orp—Robbie Patrick ..... OBR
Travel Column—w-1000—Jerry Hulse LTWP
Travel Whirl—w-var-man—Staff ..... BAS
Travel Column—w—Richard Joseph ..... CTN
Travel Features—6tw-400-mim—Staff, Correspondents ..... CNS
Travel Informer—w-350-mim—Julian Osberg ..... HIS
Travel Time—w-1000-mim—Ned Walters ICS
Travel Topics—w-500-orp—Murray Brown UPI
Traveler's Clearing House—w-2c12"-man-tape-ilm—Stevie Bonsavage ..... NEA-DNB
The Woman Traveler—w-600-mim-ill—Frances Koltun ..... PHS-MIL-CWF
Varied—m-var-man— ..... GLN
With Rod and Gun—w-2c10"-orp—Dave Roberts ..... ATH

40—VETERANS

At Your Service (Questions and Answers on veterans, draft and reserve obligation, and military subjects)—d-var-mim—Staff ..... AT
GI Memories—cont-var-man—T. Jerome Bishop ..... BIS
Mission With LeMay—6 part series-man-mim-ill—Gen. Curtis E. LeMay with MacKinley Kantor ..... DDS

41—WOMEN'S PAGES

A Home To Live In—w-2c5"-2c7"-mat-ill-ptd copy ..... SHP
A Matter of Taste—3tw-350-mim-ill—William Pahlmann ..... PHS-CWF
A Woman's Guide to Part-time Jobs—12 pt. series-man-mim—Joseph D. Cooper DDS
About the House—m-300-500-man-mim-ill—Staff ..... HJS
Across My Path—ind-500-mim—Harriett Carlson ..... HC
Adam and Eve—d-500-mim-ilm—Adam and Eve Lowell ..... FOR
A Lovelier You—5tw-85-1c-2c-ilm-tape—Mary Sue Miller ..... PHS-CWF-MIL
A Minority of One—w-600-mim—Dennis Murray ..... WNS
Aileen Reports—Consumer Interests—sm-300-400-man-ill-ilm-tape—Aileen Snoddy ..... NEA-DNB
Amy Vanderbilt's Etiquette—*dexSat.-500-mim-tape—Amy Vanderbilt ..... UFS-UPC
Ann Landers' Human Relations Column—dS-750-mim-tape ..... PHS-CWF-MIL
Anne Cabot Needlework—d-100-1c7"; S-200-2c6"-man-ill-ilm—Anne Cabot ..... NEA-DNB
Antiques—w-275-ill-mim—Dorothy H. Jenkins ..... DHJ
Around The World—tw-mat—Temple Manning ..... KFS
Ask Amy—w-2c10-mat—Amy Adams ..... CPS
Ask Dorothy Draper—eodexS-300-mim—Dorothy Draper ..... AD
At Our House—w-650-mim—Mary Timley (Mrs. John Jay) Daly ..... NCW
Automobiles—400-mim—David Allen ..... DHJ
Beauty After Forty—5tw-300-man—Edyth Thornton McLeod ..... MCN-CWF
Beauty and the Beast—d-400-500-mim—Count Marco ..... CHR
Beauty Art Layouts—w-2c-3c-4c-ill-ilm—Staff ..... NEA-DNB
Beauty Briefs—300-450-2c-man-tape—Pat King ..... NEA-DNB
Beauty Care—w-800-mim ..... AFP
Beauty Column—tw-150-300-1c-2c-3c-man-tape-ill-ilm—Pat King ..... NEA-DNB
Beauty in Orbit—S-150-mim-ill—Mildred Gibson ..... NNS
Beauty in the News—w-600-mim—Catherine Brewster ..... WNS
Before You Buy—w-700-mim—Margaret Dana ..... UFS-UPC
Better Half, The—d-2c2½"-mat; S-pt-hpt-tps-mat—Bob Barnes ..... RTS
Better Homemaking—sw-300-650-tape-man-ill-ilm—Aileen Snoddy ..... NEA-DNB
Betty Beale's Washington Letter—w-750-mim-tape—Betty Beale ..... PHS-CWF
Betty Canary's Column—tw-350-2c5"-man—Betty Canary ..... NEA-DNB
Between Us Girls—dexS-1c1"-ilm—Ashton Wing ..... AF
Big Photo Feature Stories—6tw-mat—Joan O'Sullivan ..... KFS
Broadway Box Score—S-700-wire—Staff ..... UPI
Calling All Home Makers—w-300—Various CR
Career Girl—2tw-500—June Wilson ..... WNS
Celebrity Cookbook—w-800-mim-ill—Johna Blinn ..... NE
Child-Parent Relations—The Mature Parent—tw-350-2c8"-man-tape—Mrs. Muriel Lawrence ..... NEA-DNB
Christmas Shopping Feature—an-ps-tape-man-ill-ilm—Staff ..... NEA-DNB
Clothes Make Your Man—w-500-mim-ilm—Harry Juster ..... RTS
Complete Guide For The Working Mother—ind-12 pt. series-man-mim—Margaret Albrecht ..... DDS
Consumer's Question Box—w-900-mim—Margaret Dana ..... UFS-UPC
Cooking Corner—w-450-mim—Susan Delight ..... CNS
Cook's Tour—w-400-orp—Jeanne Lesem ..... UPI
Dear Abby—dexS-orp—Abigail Van Buren CTN
Dear Mrs. Mayfield—5tw-1000-mim-tape—Molly Mayfield ..... UFS-UPC
Delightful Dietips—d-1c3-mat-orp—Dorothy Bond ..... LED
Denhoff Food Articles—d-3tw-mat-proof—Alice Denhoff ..... KFS
Diet Series—an-600-1c20"-ill-ilm-tape—Gaynor Maddox ..... NEA-DNB
Doing The Right Thing—6tw-350; S-600; mim—Elizabeth R. Post ..... NE
Easy Does It—3tw-mim—Win Packer ..... TSS
Eat Up and Slim Down—book serialization—14 installments-1c20-ilm-printed proofs—Lelord Kordel ..... SPE
Editorial and picture service for women's pages—all material such as fashion, food, beauty, etc.—d-S-w-m-ms-ill—for foreign and domestic use ..... UOP
Eleanor Lambert's, She—3tw-300-500-mim-tape—Eleanor Lambert ..... PHS-CWF
Entertaining With Elegance—12 part series-man-mim—Genevieve Dariaux ..... DDS
Family Circus—d-2c4-3c6¼"-mat; S-tps-mat—Bil Keane ..... RTS
Family Finance—5tw-700-mim—Betty Yarmon ..... WNS
Fashion—w-700-mim ..... WNS
Fashion Snapshots—w-1000-min-ilm ..... AFP
Fashion Stories—sw-200-400-2c-3c-man-tape-ill-ilm—Rosette Hargrove, Helen Hennessy and Staff ..... NEA-DNB
Fashion Tips—w-150-200-1c-man-tape—Staff ..... NEA-DNB
Fashionable Savages—12 part series-man-mim-ill—John Fairchild ..... DDS
Features—w—Ida Fried ..... BPS
Food for Americans—Menus—dexS-350-600-2c5"-2c9"-ill-ilm-tape—Gaynor Maddox ..... NEA-DNB
Fritchie Saunders Columns—w-250-350 mim—Harriet Carlson ..... HC
Gardening For Fun—w-650-750-mim—Cindy Smith ..... CRE
Hair Fashions—w-reg-mim—various ..... BPS
Happier Living—d&w-300-mim—Phyllis Mitchell ..... MIT
Head Lines—3tw-500-mim-ill—Edith Head ..... NE
Here's How—3tw-150-man—Osa Handie ..... MOH
Hi! I'm Dorsey Connors—tw-500-orp-ilm—Dorsey Connors ..... PHS-MIL-CWF
Hints from Heloise—d-mim-S-tps-hpt-mat colors—Heloise Cruse ..... KFS
Hollywood—w-in Spanish, English & Portuguese—Inez & Cecilia Pedroza ..... ICP
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Home—w-400-ill-mim—Ann Jermyn, George Adams ..... DHJ
Home and School—w-500—Dorothy Rich ..... LTWP
Home Furnishings Daily—d-var-ill ..... FA
Home Line, The—5tw-S-300-mim—Dorothy Ritz ..... LAT
Household Hints—w-var-mim ..... AFP
Household Hints—w-250-orp—Staff ..... UPI
I Love A Roosevelt—ind-7 pt. series-man-mim—Patricia Peabody Roosevelt ..... DDS
If You Take My Advice—d-500-mim—Mary Starr ..... TSS
Inside Fashion—4tw-mim-photos—Eugenia Sheppard ..... PHS-CWF-MIL
It's Child's Play—sw-250-1c, 2c-ilm-mim—Arnold Arnold ..... NNS
It's Fun in—(The month changes through the year)—w-90-max—Harriet Carlson—HC
Jewish Meals—w-600-mim—Rosalind S. Zunser ..... JTA
Just Something Pretty—w-ill-mim—Cindy Smith ..... CRE
Keeping Up With The World—sw-100-200-mim—Ethey Burge ..... BUR
Let's Knit—w-var-ill—Ursula duBois ..... AD
Lively Living—S-500-mim-ill—Reba and Bonnie Churchill ..... NNS
Mind Your Own Business—3tw-600-mim—Pat Murphy ..... NE
Mirrors of Washington—w-800-mim—Isabelle Shelton ..... NANA-CWF
Modern Etiquette—dexS-mim-150-300-man-orp—Roberta Lee ..... WLG-MS
Mohr About Fashion—3tw-350-man-ill—Berta Mohr ..... MOH
Moore About Adam & Eve—tw-200-mim—Cullen Moore ..... CMS
Mother Hubbard's Cupboard—w-650-700-ptd, galleys—Louise Hubbard ..... HN
Mrs. Bee, The Working Wife—dexS-1c3"-mat-orp—Howard Boughner ..... AF
Muriel Lawrence's Column—tw-350-2c5-man-tape—Muriel Lawrence ..... NEA-DNB
New Ideas-Products—w-2c5"-500-man-mim—Staff ..... JL
News Service—7tw-teletype ..... PRW
Oh, Lady!—d-1c5 9/16"-mat—Ruth Marcus ..... PHS-CWF
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Parents' World—5tw-350-400-mim—Dr. Eve Jones ..... BON
Paris Fashion Stories—sea-1500-man-tape-ill-ilm—Rosette Hargrove ..... NEA-DNB
Past Sixty—w-700-1000-mim—Meg Hale ..... GHS
Pat's Pointers Needlework—w-500-mim-ill—Pat Trexler ..... PHS-CWF
Pattern of the Week—w-150-mim-ilm ..... AFP
Petunia—d-1c3"-mat—Peg Bracken ..... WSS-MIL
Phyllis Diller's Housekeeping Hints—ind-19 pt. series-man-mim—Phyllis Diller DDS
Points for Parents—d-2c2⅞"-ilm—Edyth Thomas Wallace ..... RTS
Polly's Pointers—dexS-350-2c8; S-tps-hpt; ill-ilm-mat-man-tape—Polly Cramer ..... NEA-DNB
Portraits—dS-100-mim—John C. Metcalfe ..... PHS-CWF-MIL
Put It In Writing—dS-500-mim—Joanne Jordan ..... JOR
Reader Service—Timely series, booklets on income tax, household, bridge, better grades, financial, recipes, Social Security/Medicare, Veterans' Benefits, patterns, fashion, needlework ..... NEA-DNB
Romance & Mystery Series—Books (Fleetway, Ltd.) ..... BPS
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Sew Simple—w-500-mim-ilm—Eunice Farmer ..... RTS
Sewing—w-300-mim—Barbara Slade ..... DHJ
Sharp Shopping—w-350-2c-man-tape-ill-ilm—Aileen Snoddy ..... NEA-DNB
Short Takes (Fillers)—w-90-250-mim—Staff ..... DHJ
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Joanne Schreiber & Judy Love .... NEA-DNB
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Sue Burnett ..... NEA-DNB
Sugar and Spice—dexS-30-mim—
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Teen-age Mail—3tw-500-mim-on tape—
Dorothy Ricker ..... RTS
Teen Forum—5tw-orp—Jean Adams ..... CTN
The Battle and The Breeze—5tw-600-mim—
Celestine Sibley ..... WNS
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Helen Hennessy ..... NEA-DNB
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Today's Living—dexS-100-mim-ilm—
Mimi Rockefeller ..... CF-MIL
Today's Women—sw-500-by wire—
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Travel Talk—m (var)-500-orp—
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Art Gershon ..... CMI
Steve Ellingson ..... UB-MS
U-Bild Enterprises—dS-var-man-mim-ill—
Steve Ellingson ..... DF
Various—m-var-man ..... GLN
VIP—2tw-700—Maxine Chesire ..... LTWP
Vogue Fashions—m-pkg-ill-man ..... CTN
Wall Street Made Easy—12 part series-man-mim—Ellen Williamson ..... DDS
Washington—w-500-mim-var—Vera Glaser WNS
We Like This Plan Because . . .—w-2c-3c-mat-orp-ill—Hiawatha Estes ..... NPB
What's Your Problem?—d-w-500 mim—
Linda Lawrence ..... RFS
Why Grow Old?—dS-500-mim-tape-ill—
Josephine Lowman ..... RTS
Woman; Woman's Realm (Odham's Syndicate Dept., London) ..... BPS
Woman's New York—7tw-mim—
Alice Hughes ..... KFS
Woman's View—5tw-400-wire (for afternoon papers)-day wires—
Gay Pauley ..... UPI
Women of Latin America—w-500-mim—
CNS Correspondents ..... CNS
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Betty Roberts ..... ICS
Women's News Service—Exxclusive news, women's interest features from U.S. correspondents and abroad-5tw from New York-ill ..... NANA
Women's Page Features—d-350-man-tape-ill-ilm—Rosette Hargrove; Gaynor Maddox; Mrs. Muriel Lawrence; Helen Hennessy; Aileen Snoddy; Mary Brooks Picken; Polly Cramer; Patricia King ..... NEA-DNB
Women's Page Fillers—w-150-man—Staff ..... NEA-DNB
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Women's World—w-350-mim—
Eleanor Adams ..... CNS
Women's World—w-500-mim ..... WNS
Yoga, Youth and Reincarnation—12 part series-man-mim-ill—Jess Stearn ..... DDS
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Henriette Kish ..... WNS
Young Ideas—w-600-mim—
Jeanne Sakol ..... WNS
Your Complete Needlework Kit—w-2e9"-250-mat-orp—Dorehen Collins ..... APN
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Lu Albrecht ..... GFC
Your Life And Mine—d&w-300-mim—
Phyllis Mitchell ..... MIT
Your Money's Worth—5tw-600-mim-tape—Sylvia Porter ..... PHS-CWF
Your Sew Right—Sewing Column—w—
Dale Cavanagh ..... SPS-MS
Youth Parade—S-200-mim-ill—Reba and Bonnie Churchill ..... NNS

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A Child's World—Isabelle Buckley
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A Christian Thinks—T. Jerome Bishop .. BIS
A Closer Look—Ernie Krelling ..... KR
A Conservative View—
James J. Kilpatrick ..... WSS
A Lift for Living—Rev. Harold E. Kohn .. GFC
A Line O'Type Or Two—
John T. McCutcheon, Jr. ..... CTN
A Lovelier You—
Mary Sue Miller ..... PHS-MIL-CWF-CDN
A Matter of Taste—William
Pahlmann ..... PHS-CWF
A Minority of One—Dennis Murray ..... WNS
A Problem a Day—R. J. Allen ..... WLG-MS
A Round A Day—Eugene Craig ..... DF
A Woman and Her Money—
G. L. Ludeke ..... BEL
A Woman's Guide To Part-Time Jobs—
Joseph D. Cooper ..... DDS
A Woman, Still—Rene Carpenter ..... WBE
A World of Style—Gerta Grudel ..... GFC
Abbie An' Slats—Raeburn Van
Buren ..... UFS-UPC
About Your Home—Mrs. Hugo S.
Sims, Sr. ..... EC
According to Hoyt—Waite Hoyt ..... ATH
Across My Path—Harriet Carlson ..... HC
Ad Libs—Jim Whiting and Larry Hurb GFC
Adam and Eve—Adam & Eve Lowell ..... FOR
Adventure Postpaid—Lee James ..... JL
Adventures With God—Jane Scott ..... TNS
Advice to Teen-Agers—Sheila Daly ..... CTN
Afield and Afloat—Hank Andrews ..... AF
Aggie—Roy Fox ..... CTN
Aileen Reports—Aileen Snoddy ..... NEA-DNB
Air Hawk—Alan Foley ..... BPS
Airline News with Photos—
Ralph Morgan ..... RMN
Akin's Essays—Earl Akin ..... TER
Akwas—Mike Roy ..... CF
Aladdin's Lamp—Roger Vega ..... GFC
Alec The Great—Edwina ..... MIL-WSS
Alexander Holmes—
Holmes Alexander ..... MCN-CWF
All About Pets—J. J. McCoy ..... GFC
All in Sport—Chet Adams ..... CTN
All-Stars—Al Lieberman ..... UFS-UPC
Alley Oop—V. T. Hamlin ..... NEA-DNB
Alsop Column—
Joseph Alsop ..... DNB-LAT-TNS-CWF
Alter Stairs—Dr. E. Duane Hulse ..... HPS
Alvarez Medical Column—Dr.
Walter C. Alvarez ..... RTS
Ambling With Ann—Ann
Wardell Saunders ..... SE
Americana—John Sinor ..... CNS
Amy Vanderbilt's Etiquette—
Amy Vanderbilt ..... UFS-UPC
Amy—Jack Tippit ..... RTS
Analysis of Notables—Muriel Stafford ..... HAF
An Altar Boy Named Speck—
Margaret Abern ..... NCW
An Editor's Outlook—Jenkin Lloyd
Jones ..... GFC
Andy—Allen Walpole ..... CHR
Andy Capp—
Reggie Smythe ..... PHS-CWF-MIL
Animalogic—Ed Nofziger ..... RI
Ann Landers' Human Relations Column—
Ann Landers ..... PHS-MIL-CWF-CDN
Anne Cabot Needlework—
Anne Cabot ..... NEA-DNB
Anniversary Story—Graham Wilson ..... CF
Antiques—Dorothy H. Jenkins ..... DHJ
Antiques and Attic-ulations—
Katherine Schilling ..... HT
Apartment 3-G—
Alex Kotzsky ..... PHS-MIL-CWF-CDN
AP Biographical Service—advance
obituary service—Dorw H. Fonda ..... AP
Aquariums—Gerald Smith ..... TSS
Archie—Bob Montana ..... KFS-RGB
Architects Home Designs—Gerry Bishop
BM-DNB-MIL
Arnold Palmer Method, The—
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Aronson Column—Harvey Aronson ..... NE
Around the Waterfront—Helen Bentley FJM
Around the World—
Temple Manning ..... KFS-TSS
Around The World With Delaplane—
Stan Delaplane ..... CHR-CWF
Art Buchwald Column—Art Buchwald .... LAT
Art Column—Emily Genauer.... MIL-CWF-CDN
Art Column—John Canaday ..... NYT
Art's Gallery—Art Finley ..... CHR
Arts Of Leisure—Russel Shaw ..... NCW
Articles on Automobiling—
Frederick C. Russell ..... RS-MIL
As We Were Saying—Robert Segal ..... SAF
Asian Reports—Mark Gaym ..... TSS
Ask Amy—Amy Adams ..... CPS
Ask Dr. Brothers—Dr. Joyce Brothers .... BM
Ask Dorothy Draper—Dorothy Draper ..... AD
Ask Janeway—Eliot Janeway ..... CTN
Ask Joe Wilman—Joe Wilman ..... NNS
Ask Me—Louis Berliner ..... DF
Ask The Teacher—Shirley
Schraub ..... MCN-CWF
As I See It—Hugh Russell Fraser ..... CF
Assignment: America—Phyllis Battele
HHS-KFS
Assignment: Television—
Terrence O'Flaherty ..... CHR
Assignment: West Coast—
Neil Morgan ..... CNS
Associated Blueprints—Jack McEleney .... ASA
Astro-Guide—Cecan ..... PHS-MIL-CWF-CDN
Astro-Scram—Jack Fitch ..... LED
Astrology Column—Sydney Omarr ..... GFC
At Our House—Mary Tinley
(Mrs. John Jay) Daly ..... NCW
At Wit's End—Erma Brombeck ..... NE
Aunt Het—Roy Ketcham ..... CDN
Austine LeMar Fashion Patterns—
Austine LeMar ..... GFC
Austin's Hollywood Column—
John Austin ..... HIS
Auto Album—Tad Burness ..... RTS
Auto Facts and Features—Ray Hite ..... ECS
Autorama—Mel Martin ..... MME
Autofacts—John Austin ..... HIS
Automobiles—David Allen ..... DHJ
Automobile Buyer's Guide—Mel Martin MME
Automobile News—Charles Cain ..... AP
Avengers, The—R. Dickens ..... BPS
A World of Style—Gerta Grudel ..... GFC

B

Babe 'n' Horace—Les Carroll ..... NEA-DNB
Babson's Authantic Release—
Roger W. Babson ..... PFB
Backdrop, The—John J. Daly, Jr. ..... NCW
Background Stories—Tom A. Cullen,
Leon Dennen, Robert Coehnar, Gaynor
Maddox, Bruce Blossat, Ray Cromley,
Rosette Hargrove, Tom Tiede, Dave
Burgin, Noel Grove, Roger Doughty
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Backstairs at the White House—
Merriman Smith ..... UPI
Baker Column—Russell Baker ..... NYT
Barbs—Walter C. Parkes ..... NEA-DNB
Barney Google and Snuffy Smith—
Fred Lasswell ..... KFS-TSS
Baseball's Immortal Madcaps—
Harry Jones and Fred Reinert ..... AF
Basketball Prophecy and Ratings—
Mort Olshan ..... MOS
Bat Masterson—Herron and Nostrand .... CF
Batman & Robin—Bob Kane ..... LED
Batcave Hot Line—Bruce Wayne ..... LED
Be Smart—Kubal ..... GFC
Beatrice Fairfax—Beatrice Fairfax.... RGB-TSS
B.C.—Johnny Hart ..... PHS-MIL-CWF-CDN
Beauty—Vivian Brown ..... APN
Beauty—Maureen Counihan ..... CTN
Beauty In Orbit—Mildred Gibson ..... NNS
Beauty After Forty—Edyth
Thornton McLeod ..... MCN-CWF
Beauty and You—Solange
Betrand ..... DNB-BM-MIL
Beauty and the Beast—Count Marco .... CHR
Beauty at Home—Lynn Carter ..... WLG-MS
Beauty Briefs—Pat King ..... NEA-DNB
Beauty Box—Jeanne D'Arcy .... KFS-RGB-TSS
Beauty Column—Pat King ..... NEA-DNB
Beauty Hints—Dina Dellale ..... EPS
Beauty in the News—
Catharine Brewster ..... WNS
Beauty Secrets of the Stars—
Anita Hamilton ..... HLW
Beauty Tips—Beverly Beyette ..... CNS
Beetle Bailey—Mort Walker .... KFS-RGB-TSS
Before You Buy—Margaret Dana .... UFS-UPC
Behind the News in Business—
Leslie Gould ..... TSS
**Behind The Scenes At The United
Nations**—David Horowitz ..... WUP
Behind the Scenes in Hollywood—
Harrison Carroll ..... KFS-TSS
Behrendt Editorial Cartoons—
Fritz Behrendt ..... CDN
Belvedere—Nat Greenwood ..... AD
Below Olympus—Frank Interlandi ..... LAT
Ben Wicks—Ben Wicks ..... LAT-TNS
Berrys, The—Carl Grubert PHS-MIL-CWF-CDN
Berry's World—Jim Berry ..... NEA-DNB
Better English—D. C. Williams ..... WLG-MS
Better Half, The—Bob Barnes ..... RTS
Better Homemaking—Aileen Snoddy NEA-DNB
Better Five Pin Bowling—Dick Simon .... TSS
Betty Beale's Washington Letter—
Betty Beale ..... PHS-CWF
Betty Canary's Column—Betty Canary .. NEA
Between the Lines—
Edith Kermit Roosevelt ..... ROO
Between Us Girls—Ashton Wing ..... AF
Between You 'n' Me—
Murray Olderman ..... NEA-DNB
Between You And Me—Boris Smolar ..... JTA
Bible, Can You Quote It? The—
Lavina Ross Fowler ..... NNS
Biddie and Bert—
Bob Donovan ..... CWF-ATF
Bible Speaks, The—
Dr. Kenneth Foreman ..... CPS
Bible Stories—W. A. Nicolas ..... SPS
Bible Word Squares—Earl Ireland ..... ROY
Biff Buff—Kearney Egerton ..... RI
Big Ben Bolt—
John Cullen Murphy ..... KFS-RGB-TSS
Big George—Virgil Partch PHS-MIL-CWF-CDN
Big Photo Feature Stories—
Jean O'Sullivan ..... KFS-TSS
Big Sister—Bob Naylor ..... KFS-CP-TSS
Bigger Than A Breadbox—Steve Allen .... DDS
Bishop Sheen Writes—
Fulton J. Sheen ..... MIL-WSS
Bits of America—Clarice Irwin ..... AR
Biz Quiz—Ed Nassauer ..... ICS
Blaine—Blaine Mac Donald ..... MIL
Blake Heart to Heart Talks—
Doris Blake ..... CTN
Blitz Brothers—Bill Sakren ..... CWF
Blondie—Chic Young ..... KFS-TSS
Blue-Chips—Morrie
Brickman ..... BM-DNB-MIL
Boating—Stan Davis ..... NNS-TSS
Boating—Jack Wollston ..... UPI
Boating—Jack West ..... CNS
Bobby—Jerry Iger ..... PF
Bolton, Whitney—Whitney Bolton....MCN-CWF
Bonnie—Joe Campbell ..... CWF
Book Reviews—William Hogan ..... CHR
Book Reviews—Clark Kinnaird ..... KFS-TSS
Book Reviews—Miles Smith ..... APN
Book Views—Jennie Palevksky ..... CMI
Books—Robert Kirsch ..... LTWP
Books—Geoffrey Wolff ..... LTWP
Books and Arts—Miles Smith ..... APN
Books and Things—Maurice Dolbier ..... CDN
Books I Have Read—T. Jerome Bishop .... BIS
Books-of-The-Month—John Austin ..... HIS
Bookshelf—Jeff Lee ..... JL
**Boom in Golf, Football & Baseball,
Racing**—Phil Kalker ..... AMS
Boots—Les Carroll ..... NEA-DNB
Borgstedt Editorial Cartoons—
Douglas Borgstedt ..... KFS-TSS
Bowling At Its Best—Dick Weber ..... GFC
Bowling Tips—Don Carter &
Marion Ladewig ..... NNS
Boy and Girl—John Rouson ..... GFC
Boyle's Column—Hal Boyle ..... APN
Brain Twisters—Don Douglas ..... WLG-MS
Brain Twizzlers—Prof. J. D. Flint ..... NNS
Bread of Life—
Rev. A. Purnell Bailey ..... GFC
Brenda Starr—Dale Messick ..... CTN
Brick Bradford—
Paul Norris ..... KFS-CP-TSS
Bridge—Charles Goren ..... CTN
Bridge Column—
Oswald and Jim Jacoby ..... NEA-DNB
Bridge Column—Fred L. Karpin ..... LTWP
Bridge Deck—Florence Osborn ..... CDN
Bright Ideas—Joe Jones ..... APN
Bringing Up Father—Kavanaugh-
Fletcher ..... KFS-TSS-RGB
Broadway—Jack Gaver ..... UPI
Broadway After Dark—Bobby Maurice.... MAU
Broadway Beat—Hans Holber ..... EPS
Broadway Karikatures—Joe Kaliff ..... AMF
Broadway Off 'N On—William Raidy ..... GFC
Broadway Vignettes—Marcia Michels ..... AMF
**Broadwayfarer Stage & Books; Short
Stories, Motion Pictures**—Jerome Lee AMS
Brother Juniper—
Fred McCarthy & Len Reno PHS-CWF-MIL
Buchwald Column—Art Buchwald ..... CDN
Bullwinkle—Al Kilgore ..... MIL-DNB
Buenos Dias—Ed Nofziger ..... MIL
Buescher Cartoons—Alfred J. Buescher .. KFS
Bunion—Jack Martin ..... NNS-TSS
Business Blueprint—Ed Nassauer ..... ICS
Business and Finance—
Carl Ritter and Carl Plain ..... CNS
Business Outlook—J. A. Livingston
PHS-MIL-CWF-CDN
Business Today—
Elmer Roessner ..... BM-MIL-DNB
Business With Pleasure—
Harry S. Donen ..... DHS
Buz Sawyer—Roy Crane ..... KFS-TSS
By The Way—Bill Henry ..... LTWP
By-line Foreign Articles—
Kingsbury Smith ..... KFS

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Cage Power Ratings—Mort Schwartz ..... FF
California Report—Art Ribbel ..... CNS
Camera College—Irvine A. Brace ..... BRA
Camera News—Irving Desfor ..... APN
Camping With Van—Martin
Vanderveen ..... PAV
Canadian Business Report—John
Meyer ..... TSS
Candy—Tom Dorr ..... CSP
Cannel at Bay—Ward Cannel ..... NEA-DNB
Carl H. Giles Features—
Prof. Carl H. Giles ..... RA
Capital Letter—Ruth Montgomery ..... TSS
Capitol Stuff—Ted Lewis ..... CTN
Capitol Spotlight—Milton Friedman ..... JTA
Cappy Dick—Cappy Dick PHS-MIL-CWF-CDN
Captain and the Kids, The—
Rudolph Dirks ..... UFS-UPC
Captain Easy—Leslie Turner ..... NEA-DNB
Captain Kate—Jerry & Hale Skelly ..... KFS
Cap'n Squid—Ben Wicks ..... TNS
Capitaine Bonvent—P. J. Kuhn ..... DWL

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Capsule Horoscope—Z. S. Mason ..... SF
Career Girl—June Wilson ..... WNS
Caricatures—Robinson ..... CTN
Carl H. Giles Features—
Prof. Carl H. Giles ..... RA
Carmichael—Dave Eastman ..... LAT-TNS
Carnival (plus Mr. Merryweather)—
Dick Turner ..... NEA-DNB
Carol Day—David Wright ..... PPN
Carroll Righter—Carroll Righter ..... MCN-CWF
Carson & Caroline—Rodney de Sarro .. COM
Cartoon—N. Bee ..... JTA
Cats and Their Care—Henrietta
Hitchcock ..... CF
Celebrity Cookbook—Johna Blinn ..... NE
Channel Chuckles—Bil Keane ..... RTS
Character Clues—Galen Scott ..... LED
Charley Weaver Says—Cliff Arquette ..... CF
Charting the Grains—
Donald W. Martin ..... CNS
Cheerful Cherub, The—
Rebecca McCann ..... MIL-WSS
Chef, The—Sylvia Windle
Humphrey ..... BM-DNB-MIL
Chess—Leonard Barden ..... MS
Chess Master—George Koltanowski ..... GG
Chief—Joe Dawley ..... MCN-CWF
Child Care—William G. Crook, M.D. ..... GFC
Child-Parent Relations—The Mature
Parent—Mrs. Muriel Lawrence .... NEA-DNB
Ching Chow—Will Henry ..... CTN
Church Chuckles—Charles
Cartwright ..... SM-CAR
Cicero's Cat—Al Smith ..... BM-DNB-MIL
Cisco Kid—Jose Luis Salinas and
Rod Reed ..... KFS-RGB-TSS
Citizen Sibley—Dick Erieson ..... SM
City Editor's Tips Service—
John Clift ..... GFC
Cityscape—Wolf Von Eckhardt ..... LTWP
Citizen Smith—Dave Gerard ..... RTS
Classical Records—Delos Smith ..... UPI
Classified Chuckles—Morrie Turner ..... RTS
Clothes Make Your Man—
Harry Juster ..... RTS
Clothmanship—Bob Cochnar ..... DNB
Coates Column—Paul Coates ..... LTWP
Coffee Break—Adeline Daley ..... CHR
Coin Collector's Corner—Robert Svensson.... KFS
Coin Corner—J. E. Charlton ..... TNS
Coin-Stamp-Medal World—
Frank G. Spadone ..... COI
Coin Roundup—Maurice M. Gould ..... GFC
Coin-Wise—Leon T. Lindheim ..... NNS
Coinword—Robert Pearsall ..... GFC
Collections On Coins—Frank Graham .... CNS
College and You—Abraham Lass ..... CDN
Coloring College—Matt Curzon ..... CTN
Colvin's Commentary—Melvin
Colvin ..... CF
Comic Dictionary—Evan Esar ..... RTS
Comment on Sports—Pete Fritchie ..... EC
Community Capers—Al Smith ..... SM
Complete Guide For The Working Mother—
Margaret Albrecht ..... DDS
Con La Ley En La Mano (Column on Law
in Spanish)—Martin J. Ross ..... LAW
Confident Living—Dr. Norman
Vincent Peale ..... PHS-CWF
Conrad Cartoons—Paul Conrad ..... RTS
Conservation—Vivian Fletcher .....WOR-WPS
Consumer Contact—Arthur E. Rowse .... CNI
Consumer's Question Box—
Margaret Dana .....UFS-UPC
Constantine Brown—
Constantine Brown ..... DNB-MIL
Contemporary Trends—Joyce Haber .... LTWP
Contemporary Trends—Scottie Lanahan LTWP
Continental Column—Chris Wise ..... HF
Continental Cookery—Stanley Demos .... DEM
Continental Diary—
Noel Anthony ..... NANA-CWF-WNS
Contract Bridge—
B. J. Becker ..... CP-CPC-KFS-TSS
Cook's Tour—Jeanne Lesem ..... UPI
Cooking Chat—Anne Wanstall ..... TSS
Cooking Corner—Susan Delight ..... CNS
Cork Cartoons—Cork ..... RPS
Corky Editorial Cartoon—Corky ..... LAT
Countdown—Charlie Piper ..... MIL
Country Parson—Frank Clark ..... SM
Country Parson, The—Frank Clark ..... RTS
Cow Pokes—Ace Reid ..... COW
Craft Patterns—A. Neely Hall ..... CRA
Criss Cross—John Manning ..... KFS-TSS
Criswell Predicts!—
Jeren King Criswell ..... CRP
Crosby Noyes—Crosby Noyes ..... WSS
Crossroads Report—D. E. Scott ..... SCO
Crossword—Maynard Nichols ..... GFC
Crossword Puzzle—A. C. Gordon ... WLG-MS
Crossword Puzzle—R. A. Power ..... DWL
Crossword Puzzle—Bernice Paschen ..... SM
Curious Facts—Donald Whitacre ..... CFF
Curling Cues—Ron Northcott ..... TSS
Current Events in the Classroom—
Marvin Lipton ..... TSS
Custom Editorials—Al Block, Ph.D. ..... AB
Cuties—E. Simms Campbell .... KFS-RGB-TSS
Cy Barrett Says—
Cyrus Barrett, Jr. ..... NNS

D

D. C. Current—Marianne Means ..... HHS
Daffy Divorces—Dick Hyman .....HYM
Daffynitions!—Paul H. Gilbert ..... GFC
Daily Crossword—Margaret Farrar ..... GFC
Daily Flashback Calendar—
Dick Peeples ..... AF
Daily Investor—William A. Doyle .... UFS-UPC
Daily Trivia Quiz—Donald Saltz ..... DAI
Daley Column—Arthur Daley ..... NYT
Dance & Music Column—
Walter Terry ..... MIL-CDN
Dan Flagg—Don Sherwood ..... CWF
Dan Flagg—Don Sherwood ..... BM
David Crane—Greig Flessel ..... PHS-CWF
Dateline: Europe—Otto von
Habsburg ..... KFS-RGB-TSS
Davy Crockett, Frontiersman—
Jim McArdle ..... CF
Davy Jones—Sam Leff ..... UFS-UPC
Days and Customs of All Faiths—
Dr. Howard V. Harper ..... GFC
Dear Abby—Abigail Van Buren ..... CWF
Dear Abby—Abigail Van Buren ..... CTN
Dear Doris—Doris Clark ..... TNS
Dear Mrs. Mayfield—
Molly Mayfield ..... UFS-UPC
Dear Sally—Sally Shaw ..... WLG-MS
Debbie Deere—Frank Bolle ..... MCN-CWF
Deeds to Admire In The News—
T. Jerome Bishop ..... BIS
Deems—Tom Oka ..... SM
Delightful Dietips—Dorothy Bond ..... LED
Denhoff Food Articles—
Alice Denhoff ..... KFS-TSS
Dennis the Menace—
Hank Ketcham ..... PHS-CWF
Destination—Joseph Adler ..... ADL
Detectograms—L. and N. Kirk ..... KI
Dick Dunkel's College Basketball
Ratings—Dick Dunkel ..... DSB
Dick Dunkel's College Football
Ratings—Dick Dunkel ..... DSB
Dick Tracy—Chester Gould ..... CTN
Diet Series—Gaynor Maddox ..... NEA-DNB
Dinah Mite—Joe E. Buresch ..... JEB
DISCussion—Joe Kaliff ..... AMF
Disney Treasury of Classic Tales—
Walt Disney ..... KFS-TSS
Distillates of Random Thoughts—
Charles Rehns ..... REH
Dock Lines—Mel Martin ..... MME
Dogs—Tom McNally ..... CTN
Doing The Right Thing—Elizabeth
L. Post ..... NE
Do It Yourself—
J. Ralph Dalzel ..... PHS-CWF-MIL-CDN
Do-It-Yourself—Mr. Fix ..... NEA-DNB
Do You Know?—T. Jerome Bishop ..... BIS
Do's and Don'ts for Mothers—
Dr. Phyllis Hostler ..... CF
Dolly—Bill Williams ..... PHS-CWF
Don MacLean Column—Don MacLean UFS-UPC
Donald Duck—Walt Disney ..... KFS-TSS
Dondi—Gus Edson and Irwin Hasen ..... CTN
Doodle-It-Yourself—Crosby Walter ..... DF
Doodletoo—Bord Stephens ..... WHE
Doris Answers Youth—
Doris Revere Peters ..... NCW
Doris Fleeson Column—Washington
—Doris Fleeson ..... UFS-UPC
Dorothy Dix Column—
Dr. Joyce Brothers ..... DNB-MIL
Dottie Decorates—
Dottie and Harry Brown ..... GFC
Dotty—Buford Tune ..... PHS-MIL-CWF-CDN
Dowling Editorial Cartoon—
Dan Dowling .....PHS-CWF-MIL-CDN
Down on the Farm—Ed Harris ..... FOR
Dr. Sam and the Sapecmasters—Jim
Westermann ..... EBS
Drama Review—John Chapman ..... CTN
Dream Street—Robert Sylvester ..... CTN
Dress Patterns—Anne Adams and
Marian Martin ..... KFS-CP-TSS
Dr. Joyce Brothers—
Dr. Joyce Brothers ..... NANA-CWF-WNS
Dr. Kildare—Ken Bald ..... KFS-TSS
Dr. Palyi Comments—Melchior Palyi .... CTN
Drama—Richard L. Coe ..... LTWP
Drama—Cecil Smith ..... LTWP
Drift Mario—Tom
Cooke & Phil Evans ..... COO
Drummond Column—
Roscoe Drummond ..... PHS-CWF-MIL-CDN
Dunkel Sports Rating Service—
Dick Dunkel ..... BM-MIL-DNB
During This Week—Estey I. Reed ..... SS
Durslay Sports Column—
Melvin Durslag ..... KFS-TSS

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Easi-Bild—Don Brann ..... GFC
Easy Does It—Win Packet ..... TSS
Eat & Grow Younger—Lelord Kordel ... SPE
Eat, Drink and Be Merry—
Robert J. Misch ..... WNS
Eat Up and Slim Down—
Lelord Kordel ..... SPE
Eat Your Troubles Away—Lelord
Kordel ..... SPE
Eb and Flo—Paul Sellers ..... UFS
Economic Impact—Hobart Rowan .... LTWP
Economist On Today's World—
Brian Beedham ..... EI
Editorial Cartoon—A. Beaton ..... TNS
Editorial Cartoons—
Daniel Holland, Joseph Parrish ..... CTN
Editorial Cartoon—Bill
Crawford ..... NEA-DNB
Editorial Cartoon—Tom Darcey ..... UFS-UPC
Editorial Cartoons—
Arthur B. Poinier ..... BM-DNB-MIL
Editorial Cartoon—C. D. Batchelor &
Warren King ..... CTN
Editorial Cartoon—Ed Kudlaty .... NEA-DNB
Editorial Cartoons—Duncan
Macpherson ..... TSS
Editorial Cartoons—Wayne Stayskal ..... BM
Editorial Cartoons—Vaughn Shoemaker.... CTN
Editorial Cartoons—Henry McCarn ..... ST
Editorial Cartoons—Gib Crockett ..... WSS
Editorial Cartoons—Don Hesse ..... MCN
Editorial Cartoons—Reg. Manning ..... MCN
Editorials—Edward H. Sims ..... EC
Editorials—Earl Akin ..... TER
Editorials Anonymous—
Mrs. Cyrene Dear, Editor ..... DPR
Editorials—Don Oakley and
Paul Jones ..... NEA-DNB
Editorial Research Daily Service—
Richard Spong ..... EDR
Editorial Research Weekly Report—
Buel W. Patch ..... EDR
Editor's Associate—T. Jerome Bishop ..... BIS
Editor's Choice Cartoons—
Justus and Long ..... RTS
Eek & Meek—Howard Schneider ....NEA-DNB
Education For Tomorrow—Dr. Earl
J. McGrath ..... NNS
Eleanor Lambert's SHE—
Eleanor Lambert ..... PHS-CWF
Emmy Lou—Marty Links ..... UFS-UPC
Entertaining With Elegance—
Genevieve Darlaux ..... DDS
Entertainment Abroad—Robert Musel .... UPI
Entertainment Features—
Joan Crosby ..... NEA-DNB
Entertainment Whirl—Buddy Basch ..... BAS
Eric Sevareid Column—
Eric Sevareid ..... ATF-CWF
Etc. & P.S.—Milt Miller ..... JL
Esquire's Avenues of Fashion—
O. E. Schoeffler ..... BM-MIL-DNB
Etiquette, Correct Thing—Elinor Ames....CTN
Etta Kett—
Paul Robinson ..... KFS-CP-TSS
European Coverage—Thomas Nuzum &
Gene Sherman ..... CNS
Everybody's Money—Merryle Stanley
Rukeyser ..... BHS
Everyman's Family—Msgr. John C.
Knott ..... CWF
Everyday Editorials—Monte F. Bourjaily .... GS
Everyday Law—Martin J. Ross ..... LAW
Exercise Series for Aching Back—
Maxwell Riddle ..... AF

F

Fabric Doctor, The—Fred Dodge ..... MM
Faces In The News—Frank Murphy ..... DIS
Family Circus—Bil Keane ..... RTS
Family Finance—Betty Yarmon ..... WNS
Family Finances—Barbara Kober ..... CNS
Family Pot Luck—Helen Hale ..... CSP
Family Purse, The—Lois and Jim
Hunter ..... GFC
Family Scrapbook, The—
Dr. Ernest G. Osborne ..... UFS-UPC
Famous Last Words—Barnaby Conrad ....CHR
Famous People In Teens—Bett Anderson....CNS
Fan Fare—Walt Ditzen .. PHS-CWF-MIL-CDN
Far Eastern Coverage—Ed Neilan &
Derek Maitland ..... CNS
Fashion Features—Dina Deliale ..... EPS
Fashion Illustrations—Vera
Winston ..... KFS-TSS
Fashion Illustrations—Grace
Thorncliff ..... KFS-TSS
Fashion World—Bobby Maurice ..... MAU
Fashioned in London—Kate Dalrymple .... MS
Fashion League—
Florence de Santis ..... BM-DNB-MIL
Fashion Now, Men's Fashion —
Robert Cochnar ..... NEA
Fashion Security—Bernice Foley ..... ATH
Fashion Stories—Jean Wilson ..... APN
Fashion Stories—Rosette Hargrove,
Helen Hennessy ..... NEA-DNB
Fashionable Savages—John Fairchild ..... DDS
Fashions—Tracy Adrian ..... KFS-TSS
Fashions—Gay Pauley ..... UPI
Fashions—Women's—Kay Thomas ..... CTN
Fashions For Women—Helen Abel ..... CNS
Fast Gourmet, The—Poppy Cannon ..... GFC
Fast Life—Harry Karns ..... NE
Features—Ida Fried ..... EPS
Feel Young Again—Lelord Kordel ..... SPE
Feiffer—Jules Feiffer ..... PHS-CWF
Feminine Logic—Jean Flynn ..... RTS
Ferd'nand—Mik ..... UFS-UPC
Figurits—Don Douglas ..... WLG-MS
Films, Music, Theatre—David
Horowitz ..... WUP
Financial—Carl Ritter ..... CNS
Financial & Economic Column—
Ronald Boxell ..... MS
Financial Gossip—William D. Laffler .... UPI
Finding The Way—Religious Column—
Ralph W. Loew, D. D. ..... DNB
First Aid to the Ailing House—
Roger C. Whitman ..... BM-DNB-MIL
Fischetti Cartoons—
John Fischetti ..... PHS-CWF-MIL-CDN
Fisher-Crowe Report—D. Fisher,
H. Crowe ..... TNS
Fix It Yourself—Hubbard Cobb .... MIL-WSS
Flamingo—R. A. Roche
and John Thornton ..... PF
Flash Gordon—Mac Raboy
and Dan Barry ..... KFS-RGE-TSS
Flashback on Canada—Bob Bowman ..... TSS
Flavor To Taste—Camille Glenn .....KFS
Fletcher, The 4-H'r—Joe E. Buresch ..... JEB
Flibbertys, The—Ray Helle ..... CTN
Flintstones, The—Hanna Barbera
Productions ..... MCN-CWF
Flop Family—George O. Swanson .... KFS-TSS
Flower Box, The—Phyllis Pautz ..... CTN
Fluhs & Fluffs—Jerry Robinson ..... CTN
Focus on Health—Alton Blakeslee ..... APN
Food—D. Peggy Read ..... EPS
Food—Alice Petersen and Ella Elvin ... CTN
Food Articles—Mary Meade ..... CTN
Food For Americans—Menus—
Gaynor Maddox ..... NEA-DNB
Food and Your Health—Frederick J.
Stare, M.D. ..... LAT
Food Column—
Clementine Paddleford ..... CDN
Food Facts—Harry Lui ..... LIA
Food Stories—Cecily Brownstone ..... APN
Football Prophecy and Ratings—
Mort Olshan ..... MOS
Football Series—Murray Olderman NEA-DNB
Footlights of Broadway—
Sid Goldberg ..... NANA-CWF-WNS
Footnotes—Courtney
Dunkel ..... LED
For Better Health—
S. L. Andelman, M.D. ..... GFC
For Men Only—Cooking—Morrison Wood...CTN
For the Fun of It—Jim Crossley ..... NEA
Foreign News Commentary—Phil Newsom UPI
Forever Female —Eugene Craig ..... DF
Fortune Finder—P. T. Hines ..... RGB-TSS
Fortune Teller—A. C. Gordon ..... WLG
Fotorama, Movies, Theatre, Night
Clubs—Jerome, Lee ..... AMS
Frank & Ernie—Ed Meyers ..... LED
Franklin Cartoons—Ed. Franklin ..... TSS
Frankly Speaking—Gary Wagner ..... WIP
Freak Squeaks—Dick Hyman ..... HYM
Freckles and His Friends (plus Hector)
Henry Formnals ..... NEA-DNB
Fred Allen's Letters—Fred Allen ..... DDS
Fred Basset—Alex Graham ..... PHS-CWF
Freddy—Rupe ..... MIL-WSS
Fritchie Saunders Columns—
Harriet Carlson ..... HC
Fritzi Ritz—Ernie Bushmiller ..... UFS-UPC
From New York—Creighton Peet ..... PT
From Nine to Five—Jo
Fischer ..... PHS-MIL-CWF-CDN
From Where I Sit—Harry S. Donen ..... DHS
Frontiers of Science—Andrea Bresciani,
Robert Raymond, Stuart
Butler, Ph.D. ..... LAT
Fun and Games—T. R. Green ..... BPS
Fun For Families—Alvin Schwartz ..... CTN
Fun With Figures—J. A. H. Hunter .... TNS
Fun With Figures—J. A. H. Hunter .... LAT
Funland—Arthur Nugent .....BM-DNB-MIL
Funny Business—Roger Bollen ..... NEA-DNB
Funsters—John Broudhecker ..... AF

G

Gag Bag—Larry Wolters ..... CTN
Gains and Brains—Estey I. Reed ..... SS
Gallup Poll—
Dr. George H. Gallup .. PHS-MIL-CWF-CDN
Garden Column—Tom Stevenson ..... LTWP
Garden Notebook—Alfred Putz ..... MIL-CDN
Garden Page—John Bradshaw ..... TNS
Garden Question Box—Tom Stevenson LTWP
Gardengraphs—Dean Halliday ..... KFS
Gardening Column—Fred Dale ..... TSS
Gardening For Fun—Cindy Smith ..... CRE
Gardens—Dorothy Jenkins ..... DHJ
Gardners Questions and Answers—
James Murphy ..... CNS
Gary Lautens Column—Gary Lautens ..... TSS
Gary Player's Golf Class—Gary Player.... KFS
Gasoline Alley—Frank King, Dick Moores,
(daily); Bill Perry (Sunday) ..... CTN
Geraldine—Elizabeth Brozowska ..... NNS
G. I. Memories—T. Jerome Bishop ..... BIS
Giants, The—McDayter & Drew ..... TNS
Gil Thorp—Jack Berrill ..... CTN
Ginger—Getterman ..... UFS-UPC
Girls, The— Franklin
Folger ..... PHS-MIL-CWF-CDN
Glamor Girls—Don Flowers ..... KFS-RGB-TSS
Glazed Bits—Barney Glazer ..... TCS

Global View, The—Leon Dennen.... NEA-DNB
Global TV—Sandy Raines ..... RA
Going Places—Ron Butler ..... GFC
Gold In Your Attic—Van Allen Bradley....GFC
Golden Years—Thomas Collins ..... CFS-GFC-MIL
Golf Series—Frank Beard
Goldwater Column—Barry Goldwater .... LAT
Good Morning—Good Evening—Tom Sims ..... TSS
Good Old Days, The—Erwin L. Hess ..... UFS-UPC
Good Old Days & Antique Fair—Erwin L. Hess ..... UFS-UPC
Gordo—Gus Arriola ..... UFS-UPC
Gourmet Cooking—Paul T. Graves ..... SUN
Gourmet On A Budget—Sandal & Pritch English ..... ENG
Government Contract Administration—Porter B. Williamson ..... TPI
Grandma—Charles A. Kuhn ..... KFS-TSS
Grandpa's Boy—Brad Anderson ..... SM
Grant Editorial Cartoon—Lou Grant .... LAT
Grass Roots Clippings—Kerwin Hoover ..... HTF
Great Ideas From The Great Books—Dr. Mortimer J. Adler PHS-MIL-CWF-CDN
Greatest Events In American History—Marty Wolfson-Art; Chuck Reichblum-Text ..... CR
Green Thumb, The—George "Doc" Abraham ..... GEO
Grid Power Ratings—Mort Schwartz ..... FF
Grin & Bear It—George Lichty ..... PHS-MIL-CWF-CDN
Gripping-Enthralling-Dramatic Series Claire Wilbur ..... CF
Grubby—Warren Sattler ..... SM
Grover Brinkman Features—Grover Brinkman ..... RA
Guest, Edgar A. (poetry)—Edgar A. Guest ..... MIL-WSS
Gully Foyle—Stanley Pitt, Reginald Pitt ..... LED
Gypsy Horoscope—Morgana Zingara .... GHS
Hairbreadth Harry—Joseph Petrovich .... LED

H

Half-Past Teen—Joe Mahoney .....CSP-CSF
Half Tone Fashions—Alice Alden .... KFS-TSS
Handy Family, The—Lloyd Birmingham ..... GFC-CSF-MIL
Hapless Harry—George Gately ..... CTN
Happier Living—Phyllis Mitchell ..... MIT
Hardtack—Keller ..... BPS
Harris Survey—Louis Harris ..... LAT
Harvey—Bruh & Guiffre .....MIL-WSS
Hattie—Gertrude Espenscheid ..... RN
Have Fun—Lee Bryan & Rube Weiss .... BPF
Have You Met?—Y. L. Tiajcliff ..... NP
Hawk, The—Rod Maxwell and Bob Webb PF
Haynie Editorial Cartoon—Hugh Haynie ..... LAT
Head Lines—Edith Head ..... NE
Health—Dr. Theodore R. Van Dellen .... CTN
Health and Beauty—Martha Bass Sims ..... EC
Health Capsules—Michael A. Petti, M.D. ..... UFS-UPC
Health for Today—Dr. W. W. Bauer ..... CF
Heart of Juliet Jones, The—Stan Drake ..... KFS-TSS
Hector The Director—Rama Braggiotti .. LED
Helen Help Us—Helen Bottel ..... KFS-TSS-RGB
Henry—Carl Anderson ..... KFS-TSS
Henry Hazlitt Column—Henry Hazlitt .. LAT
Henry J. Taylor Column—Henry J. Taylor ..... UFS-UPC
Heptiles—Tony Saltzman ..... RA
Herblock Editorial Cartoons—Herbert L. Block ..... PHS-CWF
Here's An Idea—Jerry Langell ..... AF
Here's How—Osa Handle ..... MOH
Here's Howe—Pete Howe ..... RGE
Here's Mom—Isabel ..... CTN
Hey, Swingy—Jan Green ..... GFC
Hi and Lois—Mort Walker and Dik Browne ..... KFS-RGB-TSS
Hi-Fi Equipment—Barney Glazer ..... TCN
Hi-Fi Whirled—Barney Glazer ..... TCN
Hi! I'm Dorsey Connors—Dorsey Connors ..... PHS-CWF-MIL
Hints From Heloise—Heloise Cruse ..... KFS-TSS-RGB
Historical Series Features—T. Jerome Bishop ..... BIS
Hobby Hearse Tales!—Frank Del-Witt .... HT
Hockey Hints—Gordie Howe ..... TSS
Hollywood—Inez & Cecilia Pedroza ..... ICP
Hollywood Beauty—Lydia Lane ..... LAT
Hollywood Calling Your City or Country—Inez and Cecilia Pedroza ..... ICP
Hollywood (for afternoon papers)—Vernon Scott ..... UPI
Hollywood (for morning papers)—Vernon Scott ..... UPI
Hollywood—Bob Thomas ..... APN
Hollywood—Dorothy Manners.... HHS-KFS-TSS
Hollywood Choo Choo—Bobby Maurice MAU
Hollywood Heartline—Barney Glazer .... TCN
Hollywood Everywhere—Sheilah Graham ..... NANA-WNS-BM-DNB
Hollywood Highlights—Howard Dick ..... CMI
Hollywood Report—Jack Bradford ..... MCN
Hollywood Scene—Ruth Del Monte ..... AMS
Hollywood Shorts—James Bacon ..... APN
Hollywood Speaks—Kurt Singer ..... BPS
Hollywood Everywhere—Sheilah Graham ..... BM-DNB-MIL
Hollywood—Movies-TV—Dick Kleiner ..... NEA-DNB
Home—Ida Fried ..... EPS
Home—Ann Jermyn & George Adams .... DHJ
Home and School—Dorothy Rich ..... LTWP
Home Bldg.: Questions and Answers—Charles A. Taylor ..... CNS
Home Decorating—Barbara Hartung .... CNS
Home Line—Dorothy Ritz ..... LAT
Homemaker's Humor—Ann Rudy ..... CNS
Home Making Helps—Eleanor Ross ..... KFS-TSS
Home Repair Do's and Don'ts—Andrew C. Lang ..... APN
Home Repair Problems—Douglas Tuomey ..... GFC
Homeowners Money Savers—Douglas Tuomey ..... GFC
Home Workshop—Jim Newhall ..... DNB
Homes—Dorothea M. Brooks ..... UPI
Horoscope—Contsella ..... CTN
House Doctor—Herman Baum ..... RTS
House of the Week, The—Andrew C. Lang ..... APN
House News—Aurilla Bradford ..... ASA
Household Scrapbook—Roberta Lee WLG-MS
Household Stories—Vivian Brown ..... APN
Housing News—Hugh L. Morris ..... MNS
Housewife Helps—Lois Hunter ..... WHE
How Can I???—Anne Ashley ..... WLG-MS
How Does It Work—Bruce Bailey ..... CF
How Does It Work—A. F. van Hall, J. T. van Dijk ..... DWL
How To Get Money For College—Dr. Benjamin Fine ..... BM-DNB-MIL
How To Invest Wisely—D. H. Fullerton TSS
How to Keep Your Child Well—Dr. Theodore R. Van Daellen ..... CTN
Howard K. Smith's Column—Howard K. Smith ..... PHS-CWF
How's Business?—Roger W. Babson ..... PFB
Hubert—Dick Wingert ..... KFS-TSS
Humor Without Words—Zoltan Forrai and Chumy ..... VAZ
Humphrey Hush—Malcolm Hancock ..... MIL-WSS
Hy Fashion—Hyacinth and Merril ..... KFS
Hy Gardner Calling—Hy Gardner ..... PHS-CWF-MIL-CDN
Hystoria—Tom Shephard & Bob Cohn ..... AD

I

"I Am In Iambics," Non-sectarian uplift based on book of same name (A. S. Barnes, N.Y.)—John Milton Hagen .... GHF
I Beg to Differ—Frank Lowe ..... CWF
I Love A Roosevelt—Patricia Peabody Roosevelt ..... DDS
Idea Payoff—Jerry Langell ..... AF
If You Take My Advice—Mary Starr .... TSS
If You Were The Judge—Jack Strauss ..... BM-DNB
If Your Name Is—Ann Reynolds, Ph. D. ..... RFS
Illustrated New Homes And Weekly House Releases—Jack McEleney ..... ASA
Income Tax Series—Ray De Crane NEA-DNB
Individual Horoscope—Frances Drake ..... KFS-RGB-TSS
Indoor Gardening—Martha Parks ..... CNS
Indoor Gardening—Katherine B. Walker ..... PHS-MIL-CWF-CDN
Inez Robb Column—Inez Robb ..... UFS-UPC
In Fashion Now—Mrs. Hugo S. Sims Sr. ..... EC
In Movies—Phil Kalker ..... AEW
In New York—Walter Winchell ..... KFS-TSS
In Orbit—T. Jerome Bishop ..... BIS
In Perspective—Max Freedman ..... CDN
In Record Time—Mary Campbell ..... APN
In Sports—Phil Kalker ..... AEW
In The News—George Grunewald ..... CF
In The Spotlight—David O. Alber ..... ALR
In the Wake of the News—Dave Condon ..... CTN
In Washington—Ralph deToledano ..... KFS-TSS
Inner Worlds—Dr. Samuel Davenport .... CHR
Inside Auto Racing—Don O'Reilly ..... AU
Inside Broadway—Maurine Tei Dunn .... GHS
Inside Fashion—Eugenia Sheppard ..... PHS-CWF-MIL
Inside Humor—Harry S. Donen .....DHS
Inside Labor—Victor Riesel ..... PHS-CWF
Inside Mutual Funds—Kenneth R. Spangler ..... SPA
Inside Report—Rowland Evans & Robert D. Novak ..... PHS-CWF-MIL
Inside Straight—Michael MacDougall ..... DNB
Inside Stuff, Records, Jocks, Jukes & Discs—Jerome Lee ..... AMS
Inside the Economy—Joseph R. Slevin .... NE
Inside View—Edward J. Mowery ..... GFC
Inside Washington—Henry Cathcart .. KFS-TSS
Inside Washington—Robert S. Allen and Paul Scott ..... PHS-CWF
Inspector Markham—Mr. E. Leegstra .... DWL
Insurance Simplified—Saul Sokol ..... DF
Interior Decorating—Vivian Brown ..... APN
Interior Decorating—Betty Pepis BM-MIL-DNB
Interior Decoration—Jane Abrams ..... CTN
International Adventure—Julius Weiss .... WEI
International Affairs—Royce Brier ..... CHR
International Bible Lesson Column—Dr. Clarence W. Cranford ..... NCR
Interpretive Reports—Richard Wilson ..... RTS
Interview Features—Sandy Raines ..... RA
Investors' Forum—Harry C. France ..... GFC
Investors' Guide—Sam Shulsky ..... KFS-RBG-TSS
Israel Newsletter—Eliahu Salpeter ..... JTA
Isn't It The Truth—Charles Rehns ..... REH
Isn't It The Truth!—Carl Riblet Jr. ..... RI
It Happened Last Night—Earl Wilson ..... PHS-CWF
It Seems To Me—David C. Gardner ..... GA
It's A Cockeyed World—Joe Kaliff ..... AMF
It's a Funny World—John Crosby ..... NE
It's Child's Play—Arnold Arnold ..... NNS
It's My Opinion—Irene Corbally Kuhn ..... KFS-TSS
It's News To Me—Herb Caen ..... CHR
It's Fun In "_____" (The month changes through the year)—Harriet Carlson .... HC
It's The Law—Dick Hyman ..... HYM
It's Your Castle—Margo Gamsby ..... TNS
It's Your Money—Wendell Coltin ..... GFC
It's Your Landscape—George Creed ..... PHS-MIL-CWF-CDN

J

Jack Nicklaus on Golf—Jack Nicklaus ..... PHS-CWF
Jackson Twins, The—Dick Brooks....MCN-CWF
Jane Arden—Bob Schoenke ..... RTS
Janeway's View—Eliot Janeway ..... CTN
Jazz Column—Leonard Feather ..... LTWP
Jeff Cobb—Peter Hoffman ..... GFC
Jennifer—Art Gates ..... GF
Jes' Smith—Johnny Pierotti ..... CF
Jest A Minute—George Daugherty..... CTN
Jest Browsing—Jack Posner ..... POS
Jewish Meals—Rosalind S. Zunser ..... JTA
Jewish Quiz Box—Rabbi Samuel Fox ..... JTA
Jim Bishop Reporter—Jim Bishop .. KFS-TSS
Jimmy Breslin's New York—Jimmy Breslin ..... LO
Joe Palooka—Ham Fisher ..... MCN-CWF
John Keasler—John Keasler ..... MCN
Johnny Hazard—Frank Robbins ..... KFS-RGB-TSS
Josephine—Charles Skilles ..... GFC
Josh Billings Sez—Rube Weiss ..... BPF
Joys & Jolts of Retirement—Theodor Schuchat ..... NANA
Judge Parker—Dr. N. P. Dallis and Harold Le Doux ..... PHS-MIL-CWF-CDN
Julian of the Jungle—Frederick Taran .. EBS
Jumble—That Scrambled Word Game—Henri Arnold & Bob Lee ..... CTN
Junior Editors—Coulton Waugh ..... APN
Just Something Pretty—Cindy Smith .... CRE
Justice Stories—Ruth Reynolds..... CTN

K

Karen—Elizabeth Ann Safian ..... NE
Karikature Karnival—Joe Kaliff ..... AMF
Katzenjammer Kids—Joe Musial ..... KFS-RGB-TSS
Keep In Trim—Ida Jean Kain ..... KFS-TSS
Keeping Posted—Frank Graham ..... CNS
Keeping Up With The World—Ethel Burge ..... BUR
Kennel & Leash—Maxwell Riddle ..... LED
Kerry Drake—Alfred Andriola ..... PHS-MIL-CWF-CDN
Kevin The Bold—Kreigh Collins..... NEA-DNB
Keypeek—Herc Ficklen ..... LED
KFS Crossword Puzzle—Eugene Sheffer ..... KFS-RGB-TSS
Kiddie Korner—Earl Ireland and Ray Cossette ..... ROY
Kitchen Cynic, The—Ben Sharfman .... AMF
Kitchen Talk—Philomena Corradeno .... PHI
Kitty Higgins—Ferd Johnson ..... CTN
Know-It-All, by Cecelia—Norma Gleason ..... GLE
Know The Weather—Edward H. Sims ..... EC
Know Your Antiques—Ralph and Terry Kovel ..... RTS
Knudson's World of Golf—George Knudson ..... TSS
Kroll Karicature Service—Julius Kroll .... KK

L

Labor On Stamps—Lee James ..... JL
Ladies Day—Mady Merah ..... GFC
Laff of the Week—Bob Barnes ..... CSF-CSP
Landscaping—Henry Aul ..... CDN
Laredo—Bob Schoenke ..... RTS
Larry Brannon—Winslow Mortimer .. NNS-TSS
Las Vegas Limelight—Barney Glazer..... TCN
Latest From Paris—Monique ..... CTN
Latin America Column—Barry Bishop.... CTN
Laughing Matter—Gale ..... CTN
Laugh It Off—Syd Hoff ..... KFS-TSS
Law Briefs, The—Martin J. Ross ..... LAW
Law Briefs For Business, The—Martin J. Ross ..... LAW
Lawrence Dispatch—David Lawrence ..... PHS-CWF-MIL-CDN
Lawrence Fertig—Lawrence Fertig ..... CF
Lenten Series—Rev. David Poling ..... NEA
Lesson in English—W. L. Gordon .... WLG-MS
Let's Be Beautiful—Arlene Dahl ..... CTN
Let's Eat—Ida Bailey Allen ..... KFS-TSS
Let's Explore Your Mind—Sylvanus and Evelyn Duvall ..... NNS
Let's Look At The Records—Linda Norris ..... CSP
Let's Knit—Ursula duBois ..... UB-AD
Let's Make—Ben Corey ..... HAR
Let's Take Pictures—Rex Frost ..... MIL
Let's Talk About Your Car—Ray Hite .... ECS
Let's Talk It Over—Dr. Douglas Wilson ..... CWF
Life Begins At Forty—Robert Peterson ..... MCN
Life in The Suburbs—Al Smith ..... SM
Life With The Rimples—Les Carroll ..... NEA-DNB
Life Lines—Anne Campbell ..... BM-DNB-MIL
Life's Like That—Fred Neher ..... BM-DNB-MIL
Light On Life's Path—Roy Carley ..... CF
Li'l Abner—Al Capp ..... CTN
Li'l Ones—Jim Whiting ..... GFC
Lim-R-Iddle—Albert Adler & Richard Harrison ..... PHS-CWF
Lippmann Column—Walter Lippmann ..... LAT
Listen Americans—Dr. George S. Benson ..... NEP
Lisons—Potvin & Kanfmanis ..... CF
Little Brother Hugo—Bill Perry ..... CTN
Little Eve—Jolita ..... GFC
Little Farmer—Kern Pederson ..... SM
Little Iodine—Bob Dunn & Hy Eisman ..... KFS-RGB-TSS
Little Journeys to Great Homes—Louise Hubbard ..... HN
Little Joe—Robert Leffingwell ..... CTN
Little King—Otto Soglow ..... KFS-TSS
Little Lulu—Marge ..... CTN
Little Old New York—Broadway—Ed Sullivan ..... CTN
Little Orphan Annie—Harold Gray ..... CTN
Little Pedro—William de la Torre ..... LAT
Little People, The—Walt Scott .... NEA-DNB
Little People's Puzzle—Leo White.... UFS-UPC
Little Sport—John Henry Rouson ..... GFC
Little Woman, The—Don Tobin KFS-RGB-TSS
Live 'n Laff—Rube Weiss ..... BPF
Live Within Your Income—Mary Feeley APN
Lively Living—Reba and Bonnie Churchill ..... NNS
Living Faith—Harold Blake Walker ..... CTN
Loeb on Wall Street—Gerald M. Loeb ..... NANA-WNS
Lola—Inigo ..... PPN
Lolly—Pete Hansen ..... CTN
London Current—Don Short ..... PSS
London Report—Jack Scott ..... TSS
Lone Ranger—Paul Newman and Charles Flanders ..... KFS
Long Shots—Fred Thomas ..... PHS-CWF
Look and Learn—A. C. Gordon ..... WLG-MS
Lookin' 'n' Listenin'—Ann Wardwell Saunders ..... SE
Looking Ahead—Dr. George S. Benson.... NEP
Looking Back In Sports—Lenny Hollreiser ..... CTN
Looking Up At Life—Harold Blake Walker ..... CTN
Lou Edman Describes—Lou Edman ..... EDM
Louie—Harry Hanan ..... CTN-MIL-DNB
Love and Laughter—Maria Molnar ..... BPS
Love on Life—Philip H. Love ..... NANA-WNS-BM-DNB
Luces de Broadway—Horacio Estol ..... PPN
Lyons Den, The—Leonard Lyons ..... PHS-CWF

M

MacDivot—Mel Keefer and J. Lansky .... CTN
Magic Carpet Over Broadway—Joe Kaliff ..... AMF
Make People Like You—Leland Kordel .. SPE
Man To Man—Bill Thomas ..... GFC
Mandrake The Magician—Lee Falk and Fred Fredericks ..... KFS-RGB (d)-TSS (s)
Manny from Mars—Fred Treadgold ..... BPS
Map of the Stars—James Stokley ..... SCS
March of Science—Alton Blakeslee ..... APN
Marianne Means' Washington—Marianne Means ..... KFS
Mark My Words—Jim Fiebig ..... GFC
Mark Trail—Ed Dodd ..... PHS-CWF
Mark Trail's Outdoor Tips—Ed Dodd ..... PHS-CWF
Marmaduke—Brad Anderson and Dorothy Leeming ..... NNS
Mary Brooks Pickens on Sewing—Mary Brooks ..... DNB
Mary Haworth's Mail—Mary Haworth ..... KFS-TSS
Mary Merryfield Column—Mary Merryfield ..... CTN

SPORTS

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Old Home Town—Lee Stanley ..... CP-TSS
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On The House—Andrew C. Lang ..... APN
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On The Town—Charles McHarry ..... CTN
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Only In America—Harry Golden ..... BM-MIL-DNB
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Our Fearless Correspondent—Charles McCabe ..... CHR
Our Man Hoppe—Art Hoppe ..... CHR
Our Man in the Kitchen—Hyman Goldberg ..... RTS
Our New Age—Athelstan Spilhaus & Gene Faucette ..... PHS-CWF
Our Parish—Peg O'Connell ..... NCW
Our Religions—Dr. Carlyle Adams ..... RTS
Our Space Age—Otto S. Binder ..... BM-MIL-DNB
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Out Our Way—Negley Cochran, Walter Wetterberg ..... NEA-DNB
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Parade of Books—Clark Kinnard ..... KFS
Paragraphs—Carey Williams ..... CDN
Pardon Me For Living—Damon Runyon, Jr. ..... CWF
Parents Ask—From The Gesell Institute of Child Development—Frances L. Ilg, M.D. and Louise Bates Ames, Ph.D. ..... PHS-CWF
Parent-Child—Dorothy Rose ..... CTN
Parent Problems—Dr. Garry C. Myers ..... KFS-CP-TSS
Parents' World—Dr. Eve Jones ..... BON
Paris Fashion Stories—Rosette Hargrove ..... NEA-DNB
Past Sixty—Meg Hale ..... HAL
Past Sixty—Meg Hale ..... GHS
Pathway To Success Quizz—Jane Sherrod BPS
Patents—Stacy Jones ..... NYT
Pat's Pointers Needlework—Pat Trexler ..... PHS-CWF
Patterns—Iris Lane ..... CSF-CSP
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Patrick—Mal Hancock ..... MIL-WSS
Patrick Scott Entertainment—Patrick Scott ..... TSS
Paul Harvey News—Paul Harvey ..... GFC
Peanuts—Charles M. Schulz ..... UFS-UPC
Pee Wee—S. M. Iger ..... PF
Penny—Harry Haenigsen PHS-CWF-MIL-CDN
People and Problems—Martin J. Ross ..... LAW
People Are Funny—Art Linkletter ..... CF
Peoplets—Bord Stephens ..... WHE
Personal Finance—Hy Maldenberg ..... NYT
Personal Health Service—Dr. William Brady ..... NNS
Personal Tips to Teen-Agers—Dorothy Ricker ..... RTS
Pet Doctor—Dr. A. W. Moller ..... APN
Pet Notes—Dr. Lanier ..... MCN
Pet Talk—Dr. Charles Moon ..... GHS
Petunia—Peg Bracken ..... MIL-WSS
Phantom—Lee Falk and Seymour Barry ..... KFS-RGB-TSS
Philatelic News—Gustav Detjen, Jr. ..... DET
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Picture of Health—Harry Lui ..... LIA
Pilote TemPete—Henk Sprenger ..... DWL
PIXies—Jack Wohl ..... UFS-UPC
Play Better Golf—Tommy Armour ..... CTN
Poems—Edgar A. Guest ..... MIL
Pogo—Walt Kelly ..... PHS-CWF
Point Of View—Donald Freeman ..... CNS
Points for Parents—Mary Bryson & Cathy Miller ..... RTS
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Political Cartoons—Giles and Lancaster ..... RTS
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Polly's Pointers—Polly Cramer ..... NEA-DNB
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Popeye—Bud Sagendorf ..... KFS
Pops—George Wolfe ..... SM
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Potomac Fever—Jack Wilson ..... RTS
Pottsy—Jay Irving ..... CTN
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Premier—Sunday Cross Word Puzzle—Eugene Sheffer ..... KFS-TSS
Prince Valiant—Hal Foster ..... KFS-TSS
Priscilla's Pop—Al Vermeer ..... NEA-DNB
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Profile—Simon Kavanaugh ..... MS
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Professor Phumble—Bill Yates KFS-TSS-RGB
Professor Pi—V. T. Born ..... DWL
Proper Billiards—Jim Lidey ..... TSS
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Put It In Writing—Joanne Jordan ..... JOR
Putting My Knows to the Grindstone—Frank Del-Witt ..... HT

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Ramblin' Veeck—Bill Veeck ..... PHS-CWF-MIL
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Douglass ..... CF
Strictly Business—
Dale McFeatters ..... PHS-MIL-CWF-CDN
Strictly Personal—
Sydney J. Harris ..... PHS-CWF-MIL-CDN
Styles—Jean Wilson ..... **APN**
Successful Investing—
Roger E. Spear ..... **GFC**
Sue Burnett Dress Pattern—
Sue Burnett ..... NEA-DNB
Sugar and Spice—Bill Smiley ..... **TNS**
Sugar and Spice—Elinor K. Rose ..... **AP**
Sulzberger Column—C. L. Sulzberger ..... **NYT**
Sum and Substance—Rev. John B.
Sheerin, C. S. P. ..... NCW
Sunday School Lesson—Dr. Earl L.
Douglass ..... CF
Sunday's Sermon—Rev. Robert H.
Harper ..... CSP
Superman—Wayne Boring ..... MIL-DNB
Susanna's Family Fare—Helen Parrett ..... TNS
Sweetie Pie—Nadine Seltzer ..... NEA
Swinging Set—Sylvie Reice ..... PHS-CWF

T

Taffy's Tips—Dolly Martin ..... MIL-CDN
Take It Or Leave It—Ernest Cuned — WNS
Tales of the Green Beret—
Robin Moore and Joe Kubert ..... CTN
Tales from the Great Book—
John Lehti ..... PHS-MIL-CWF-CDN
Tall Tales—Allan Jaffee ..... CDN
Tarzan—Edgar Rice Burroughs ..... UFS-UPC
Tasty Tales—Charles Rehns ..... REH
Techtoons—Palof and Bixby ..... CP
Teen Age Mail—Dorothy Ricker ..... RTS
Teen Do In—Ben Corey ..... HAR
Teen Fashions—Lynne Houser ..... CNS
Teen Forum—Jean Adams ..... CTN
Teen Manners—Pat Davis ..... CNS
Teen Scene—Molly Potkin ..... **CJC**
Teen Talk—Susan ..... LAT
Teenage Corner—Ellie & David Lavin ..... **TS**
Teenage Date-Line—
Ele & Walt Dulaney ..... BM-DNB
Teenage Tips—Jane Sherrod ..... **BPS**
Teenagers Say—Lester Rand ..... YR
Teenie Weenies—William Donahey ..... **CTN**
Television Column—Jack Gould ..... NYT
Television Informer—John Austin ..... HIS
Television in Review—Rick DuBrow ..... **UPI**
Television Week—Cynthia Lowry ..... **APN**
Tell Me Why—A. Leokum ..... MIL-WSS
Telling Tales—Brooks ..... ZAA
Tenpin Tips—Frank Clause ..... **GFC**
Terry & The Pirates—George Wunder ..... **CTN**
Terse-Verse—A. C. Gordon ..... **WLG-MS**
Test Your Horse Sense—
Dr. George W. Crane ..... **CTN**
Test Your English—Carroll H. Jones ..... RTS
That's For Sure—Charles G. Griffo ..... **TPI**
That's My Charlie—Mel Casson ..... BM
The Aristocrats—Bob Kane ..... LED
The Battle and The Breeze—
Celestine Sibley ..... WNS
The Bible Says—T. Jerome Bishop ..... BIS
The Big Spenders—Lucius Beebe ..... DDS
The Born Loser—Art Sansom ..... NEA-DNB
The Boutique—Helen Hennessy ..... NEA-DNB
The Byrds—Joe Appalucci ..... MIL-WSS
The Changing Scene—
Brig. Gen. James D. Hittle ..... CNS
The Colonials—
Wetherholy & Richards ..... GHS
The Daily Investor—
William A. Doyle ..... UFS-UPC
The Divorcee's Handbook—
Louise Rohner ..... DDS
The Doctor Says—Medical Column—
Wayne G. Brandstadt, M.D. ..... NEA-DNB
The End Of Free Enterprise—
Donald I. Rogers ..... DDS
The Feeny Farm—George Lemont ..... DNB
"The 52 Club"—Rooney W. Davis ..... QAS
The Giants—Drew & McDayter ..... LAT
The Good Guys—Russ Winterbotham (writer),
John Lane (artist) ..... DNB
The Gooneys—Les Carroll ..... NEA-DNB
The Hollywood Current—
Pete Johnson ..... PSS
The Human Side of Investing—
G. L. Ludeke ..... BEL
The Janeway Interview—Eliot Janeway ..... **CTN**
The Justice Said—M. R. Williams ..... **LAT**
The Law Brief—Martin J. Ross ..... LAW
The Lighter Side—Dick West ..... UPI
The "Low Down" From the
Congressional Record—Joe Crump ..... CRU
The Mail Ego—Terrence O'Flaherty ..... CHR
The Morrie Ryskind Column—
Morrie Ryskind ..... WSS
The Music World—Delos Smith ..... UPI
The Needle—Harold Coffin ..... APN
The News and You—Robert W. Brown ..... BRN
The New York Current—
Pete Johnson ..... PSS
The Now People—Aileen Snoddy ..... NEA
The Power of Faith—Woodi Ishmael ..... **APN**
The Quality of Courage—Mickey Mantle ..... **DDS**
The Record Shop—Joan Crosby ..... DNB
The Red World—Mark Gayn ..... TSS
The Retirement Trap—Leland Cooley ..... DDS
The Rhythm Section—Ralph J.
Gleason ..... **CHR**
the small society—Morrie Brickman ..... WSS
The Sixties—William Wallace ..... WAL
The Shrewd Nude & other Light
Verse—John Milton Hagen ..... GHF
The Park Bench Philosopher—
David S. Patterson ..... PAT
The Reluctant Taxpayer—
William Raby ..... RI
The Stock Market—Philip Greer ..... LTWP
The Teenager—Ed Rudy ..... AMS
The U.N. Today—William R. Frye ..... FR
The Velvet Trap—Le Cloutier ..... CHR
The Weather And You—Medicus Familius RI
The Well Child—Wayne G. Brandstadt
M.D. ..... NEA-DNB
The Wheels Of Fashion—Phillis Lee Levin ..... **DDS**
The Willets—Walt Wetterberg ..... NEA
The Woman Traveler—
Frances Koltun ..... PHS-CWF-MIL
The World of Entertainment—
Lillian Hughes ..... EC
The World of Stamps—
Gustav DetJen, Jr. ..... DET
The Worry Clinic—
Dr. George W Crane ..... MCN-CWF
Theater Letter—Walter F. Kerr ..... **CDN**
Theater Personalities—
George Oppenheimer ..... NE
Theatre—William Glover ..... **APN**
Theatre—Walter Kerr ..... NYT
Then—Now—Roy L. Fox ..... **CTN**
There Oughta Be A Law—
Harry Shorten ..... UFS-UPC
These Days—John Chamberlin ..... KFS-TSS
These Rights Are Yours—
Porter B. Williams ..... **TPI**
They Said That It Couldn't Be Done—
T. Jerome Bishop ..... BIS
They'll Do It Everytime—
Bob Dunn and Al Scaduto ..... KFS-RGB-TSS
Thimble Theatre Starring Popeye—
Bud Sagendorf ..... RGB(d)-TSS(s)
Things We Say—Ruby Shannon ..... NEA-DNB
this an' that—Earl Akin ..... TER
This Day in Sports—Lenny
Hollreiser ..... **CTN**
This Generation—
James T. & William M. Doran ..... CTN
This is Sport?—Court Alderson ..... **SM**
This Morning—Shirley Povich ..... LTWP
This U.S.A.—Ben. C. Wattenberg
with Richard Scammon ..... DDS
This World of Ours—Richard
F. Pattee ..... NCW
Those Were The Days—Art Beeman ..... SM
Thoughts For Food—Monica Altenhain ..... CMI
Three Meals A Day—Helen Gagen ..... TNS
Three Minutes A Day—James
Keller ..... **MCN-CWF**
Three On A Toothbrush—Jack Paar ..... DDS
Thrifty Nifty—Helen Robertson and
Mary Dunn ..... **GFC**
Through the Looking Glass—
Helen Abel ..... **CNS**
Ticker Toons—Jud Hurd ..... UFS-UPC
Ticker Topics—Ed Nassauer ..... ICS
Ties That Bind—
Rev. James T. McHugh ..... NCW
Tiffany Jones—Pat Tourret &
Jenny Butterworth ..... PHS-CWF
Tiger—Bud Blake ..... KFS
Tim Tyler's Luck—Lyman Young, Robert
Young, Tom Massey ..... KFS-RGB-TSS
Time Out—Jeff Keate ..... PHS-MIL-CWF-CDN
Tippe & Cap Stubbs—Edwina ..... MIL-WSS
Tips—Ken Reynolds ..... REY
Tips for Teens—Elinor
Williams ..... **MCN-CWF**
Tips For Trips—Rosellen Callahan ..... EES
Tizzy—Kate Osann ..... NEA-DNB
To Be Equal—Whitney M. Young, Jr. ..... NAT
To Move A Nation—Roger Hilsman ..... DDS
To The King's Taste—
Hoyt Alden ..... MIL-WSS
To The Point—Russell Kirk ..... **GFC**
To Your Good Health—Dr. Joseph
G. Molner ..... PHS-CWF-MIL-DNB-CDN
Today Abroad—Flora Lewis ..... NE
Today's Business Mirror—John Cunniff ..... AP
Today's Chuckle—Thomas Collins ..... GFC
Today's Education—Dr. Robert E.
Wilson ..... CF
Today's Children—Grace Langdon and
Irving W. Stout ..... **KFS-TSS**
Today's Index—Dick Peeples ..... **AF**
Today's Living—Mimi Rockafeller ..... CF
Today's Recipe—Philomena
Corradeno ..... **PHI**
Today's Sports Parade—Milton Richman ..... UPI
Today's Talk—George Matthew
Adams ..... MIL-WSS
Today's Teens—Lester Rand ..... YR
Today's Women—Joy Miller ..... **APN**
Tom Duggan—Tom Duggan ..... KFS
Tom Trick—Mary Goss,
Frank Remle ..... NEA-DNB
Tomorrow Is Friday—Virginia Myers ..... **HNF**
Tomorrow's Bridge-Today—
William Seamon ..... RTS
Tomorrow's World—
Col. Hal D. Steward ..... GHS
Top Records of Week—Nancy Gilbert ..... APN
Trade Winds—Lou Schneider ..... NANA
Trade Winds—
Lou Schneider ..... BM-DNB-MIL
Travel—R. G. King ..... MAG
Travel—Margaret Williams ..... **EPS**
Travel—Gerry Hall ..... TSS
Travel at a Glance with Robbie Patrick—
Robbie Patrick ..... OBR
Travel Column—Richard Joseph ..... **CTN**
Travel Column—Jerry Hulse ..... **LTWP**
Travel Informer—Julian Osberg ..... **HIS**
Travel Time—Ned Walters ..... **ICS**
Travel Topics—Murray Brown ..... **UPI**
Traveler's Clearing House—
Stevie Bonsavage ..... NEA
Traveling Light—The Sloanes & Jim
Weakley ..... **GFC**
Treas-O-Gram—Robert B. Pearsall ..... **GFC**
Treasury of Classic Tales—
Walt Disney ..... **KFS-TSS**
Trials and Tribulations (Legal)—
Florence K. Palmer ..... AD
Tricks of The Trade—Dan Tyler Moore ..... BM
Trix of The Trade—
Howard & Jean Sparber ..... CTN
Trixie the Trader—Dick Ericson ..... SM
Trudy—Jerry Marcus ..... KFS-TSS-RGB
True Life Adventures—
Walt Disney ..... **KFS-TSS**
Truth for Today: Let's Ask The
Bible—A. G. van Campen ..... GS
Try and Stop Me—
Bennett Cerf ..... KFS-CP
Tumbleweeds—Tom K. Ryan ..... RTS
Turning Point—Max Christensen ..... CS
Turnrow Tunkel—O. C. McBride ..... CTN
T.V. Cameo—Ed Misurell ..... CP
TV Closeups—Marilyn Beck ..... BM-DNB
TV Commentary—Mrs. Hugo S. Sims ..... EC
TV From A Woman's Viewpoint—
Marcia Michels ..... **AMF**
TV Front, The—Richard K. Doan ..... CDN
TV Interviews—
Mimi Mead ..... BM-MIL-DNB
TV Key Features, Mailbag, Previews—
Stephen H. Scheuer ..... KFS-TSS
TV Laffs—Cliff Rogerson ..... BM-MIL-DNB
TV Notebook—Joan Crosby ..... NEA-DNB
TV Personalities—Frank Langley,
Stan Maays ..... NEA-DNB
TV Profile—Vernon Scott ..... UPI
TV-Radio—Jack Gaver ..... **UPI**
TV & Radio—Laurence Laurent ..... LTWP
TV & Radio Reviews—Ruth Del Monte ..... **AMS**

TITLES OF BY LINED FEATURES

TV Starscramble—Leo White ... BM-CF-DNB-MIL
TV Tee-Hees—Henry Scarpelli ... GFC
Two Minute Mystery—Donald J. Sobol ... TM

U

U-Bild-It—Steve Ellingson ... UB-MS
U-Bild Enterprises—Steve Ellingson ... DF
U-Bild Patterns—Steve Ellingson ... AD
Uncle Charlie—Peter Laing ... MIL-WSS
Uncle Charley's "Epigrans"—Charles Grant ... SM
Uncle Ray's Column—Ramon Coffman ... PHS-MIL-CWF-CDN
Uncle Remus—Walt Disney ... KFS-TSS
Under Twenty—Kurt Larson ... CF
Unknown in History, The—Thourot Pichel ... CN
U.N. Features—Charles P. Howard, Sr. ... HNS
U. N. Letter—Saul Carson ... JTA
United Nations News—Arthur Gershon ... CMI
U.S. Wide Quiz—Dan Williams ... CF

V

Varieties and Vistas (U.S.A. & L.A.)—Inez and Cecilia Pedroza ... ICP
Vaughan at Large—Bill Vaughan ... BM-DNB-MIL
Video—Everyday—Frances M. Knox ... DIC
Video—Everyweek—Frances M. Knox ... DIC
Video Vignettes—Marcia Michels ... AMF
View—Frances M. Knox ... DIC
Viewing TV—Hal Humphrey ... LAT
Views of Sport—W. W. "Red" Smith ... PHS-CWF-MIL-CDN
Village Square—Chuck Stiles ... SM
Vincent Price On Art—Vincent Price ... CTN
Vinettas Norte Americas—Horacio EstoL ... PPN
Vintage Years, The—R. O. Beckman ... CF
VIP—Mavine Cheshire ... LTWP
Voice of Broadway—Jack O'Brian ... KFS-TSS-RGB
Vogue Fashions—Illman ... CTN

W

Wallmeyer Cartoons—Dick Wallmeyer ... RTS
Wall Street Made Easy—Ellen Williamson ... DDS
Wall Street Perspective—William D. Laffler ... UPI
Ward To The Wise—Gene Ward ... CTN
Warren Editorial Cartoons—L. D. Warren ... NNS
Washington—Vera Glaser ... WNS
Washington Beat—Leslie Carpenter ... PHS-CWF
Washington Calling—Marquis Childs ... UFS-UPC
Washington Closeup—Dana Bullen, Richard Fryklund, Wm. Hines, Frank Getlein, Paul Hope ... MIL-WSS
Washington Column—Bruce Bissat, Ray Cromley ... NEA
Washington Farm Review—Harry Lando WFN
Washington Insight—Joseph Kraft ... PHS-CWF-MIL
Washington Merry-Go-Round—Drew Pearson ... BM-DNB-MIL
Washington News Notebook—Dave Burgin ... NEA
Washington Notes—Lillian Hughes ... EC
Washington Scrapbook—Walter Trohan CTN
Washington Wonderland—Ruth Montgomery ... HHS-TSS
Watch on The Potomac—Robert G. Spivack ... CDN
Watch Your P's & Q's—Harriet Dunbar ... DUN
Water Skiing—Clint Ward ... TSS
Wayout—Ken Muse ... MCN
Weatherwise or Otherwise—Capt. E. S. Neal ... MS
Webster Cartoons H. T.—H. T. Webster ... SM
We Like This Plan Because—Hiawatha Estes ... NPB
Wee Pals—Morrie Turner ... RTS
Wee Women—Jim Whiting ... GFC
Weeders Guide—Earl Aaronson ... APN
Week In Liturgy, The—Rev. Paschal Boland, O.S.B. ... NCW-CWF
Week In Finance—Thomas Mullaney ... NYT
Weekend Bible Quiz—Lavina Ross Fowler ... NNS
Week-end Report on that Latest Best Seller—Arthur Benjamin Anderson ... AND
Week-End TV Preivew—Nicki Hill ... DIC
Weekly Financial—Ed Morse ... AP
Weekly Grain Review—Edmund De Moch AP
Weekly Mediation—Colin Douglas ... WLG-MS
Weekly Metals Review—Jack Lefler ... AP
Weekly Political cartoon for State of Illinois only—Arthur A. Henrikson ... HEN
Weekly Sunday School Lesson and Bible Strip—Alfred J. Buescher KFS-TSS
Weekly Sunday School Lesson and Bible Strip—Alfred J. Buescher and R. H. Ramsey ... CT
Wendy Marshall—Win Mortimer ... TSS-NNS
What About Retirement?—Frank Corrick ... CNS
What God Do You Mean—Adam Harrison ... HNF
What Life Has Taught Me—Kurt Singer ... BPS
What Do You Know—Dr. Sabina Connolly ... KFS-RGB-TSS
What Kind of World—Dr. Robert Maynard Hutchins ... LAT
What Next Fashion Interviews—Paul Hamlin ... SPS
What TV Viewers Think—Jack Boyle ... DNB
What Would You Do—If —?—T. Jerome Bishop ... BIS
What Young People Think—Nancy Gilbert ... APN
What's Best For Your Child?—Dr. David Goodman ... BM-DNB-MIL
What's Doin' In Sports—Phil Kalker ... AMS
What's New In Books—Phil Kalker ... AEW
What's New in Photography—Jerome Lee ... AMS
What's New In Sports—Phil Kalker ... AEW
What's On? TV, Radio—Ben Gross ... CTN
What's The Difference?—Louis Cassels ... DDS
What's The Law—Jack Strauss ... MIL-DNB
What's Your Fashionscope?—Ethel Burge ... BUR
What's Your Problem?—Linda Lawrence ... RFS
Wheeling It—Bob Cochnar, Dave Burgin ... NEA
Where in The World—John I. Dugan ... UFS-UPC
When You Need A Lawyer—Kenneth and Irene Donelson ... DDS
Who Knows? The Answers—Lillian Hughes ... EC
Why Grow Old?—Josephine Lownan ... RTS
Who Am I?—Clarice Erwin ... AR
Why People Act That Way—Lucy Freeman DDS
Why We Say—Bob Morgan and Pete Hoffman ... GFC
Wicker Column—Tom Wicker ... NYT
Widener Column—Alice Widener ... USA
Wilkins Column, Roy—Roy Wilkins ... RTS
William S. White, Washington Column—William S. White ... UFS-UPC
Win At Bridge—Oswald and Jim Jacoby ... NEA-DNB
Winky Ryatt—Jack Elrod ... PHS-CWF
Wine Column—Ruth Ellen Church ... CTN
Winnie Winkle—Martin Branner ... CTN
Winning Contract—Howard Schenken and Richard Frey ... BM-DNB-MIL
Winthrop—Dick Cavalli ... NEA-DNB
Wishing Well—William Miller ... KFS-RGB-TSS
Wisdom in the Street—Charles Rehns ... REH
With Kennedy—Pierre Salinger ... DDS
With Rod and Gun—Dave Roberts ... ATH
With Sgt. Mike—Mike Hodgson ... PHS-CWF
Wizard Of ID—Brant Parker & Johnny Hart ... PHS-CWF-MIL
Women's Angle—Betty Roberts ... ICS
Woman's New York—Alice Hughes ... KFS-TSS
Woman's View—Gay Pauley ... UPI
Woman to Woman—Patricia McCormack ... UPI
Women Now—Dorothy Roe ... CTN
Women's Page Features—Rosette Hargrove, Helen Hennessy, Gaynor Maddox, Mrs. Muriel Lawrence; Aileen Snoddy, Mary Brooks Pickens, Polly Cramer, Patricia King ... NEA-DNB
Women's World—Eleanor Adams ... CNS
Wonderful World of Animals—Dr. Frank Miller, D.V.M., Hubert Buel, Artist ... CHR
Wonders of Nature—Dr. A. A. Manten ... DWL
Wonders of the Universe—Dr. I. N. Levit ... GFC
Woody's World—John Holm ... NNS
Word-A-Day—Mickey Bach ... PHS-MIL-CWF-CDN
Word Definitions' Fictionary—Singer ... BPS
Words, Wit & Wisdom—William Morris ... BM-DNB-MIL
Working Girl's Notebook—Marion Odmark ... CTN
World Affairs—Vice Adm. Ruthven E. Libby ... CNS
World Affairs Questions—Edgar Ansel Mowrer ... NANA-WNS
World Aflame—Billy Graham ... PDS
World Business—Norman Macrae ... EI
World in Focus, The—William R. Frye ... FR
World of Coins, The—Barbara Lyon ... NUM
World of Religion—Allen Spraggett ... TSS
World Today, The—James Marlow ... APN
World-Wise—Vivian Fletcher ... WOR-WPS
Worry Clinic, The—Dr. George W. Crane ... HPS
Worth Repeating—Theron C. Liddle ... RTS
Writer's World—Morton Seif ... EUR

Y

Yardley Editorial Cartoons—Richard Yardley ... FJM
Yardley Jones—John Y. Jones ... MIL
Yardstick, The—Msgr. George G. Higgins ... NCW
Years of Fulfillment—Henrietta Kish ... WNS
Yesterday's Heroes—Loel Schrader ... RTS
Yoga, Yout hand Rincarnation—Jess Stern ... DDS
Yogi Bear—Hanna-Barbara Productions ... MCN-CWF
York At Large—Robert York ... AP
You and the Law—Martin J. Ross ... LAW
You and Your Child—Joan Beck ... CTN
You, Your Child and School—David Nydick UPI
You Can Fix It—Gene Von ... WLG-MS
Young Hobby Club—Cappy Dick ... PHS-MIL-CWF-CDN
Young Ideas—Jeanne Sakol ... WNS
Young Ideas—Dick Young ... CTN
Young Moderns—Vivian Brown ... APN
Your America Day By Day—Clark Kinnard ... KFS-TSS
Your Baby & Mine—Myrtle Meyer Eldred ... RTS
Your Birthday—Stella ... UFS-UPC
Your Car—Eugene Milmoe ... GFC
Your Dental Health—Dr. William Lawrence ... NEA-DNB
Your Education Forum—Dr. Benjamin Fine ... NANA-WNS
Your Family and You—Dr. Paul Popenoe ... NNS
Your Handwriting—Muriel Stafford ... HAF
Your Health—Phil Kalker ... AEW
Your Health—Phil Kalker ... AMS
Your Home—Lu Albrecht ... GFC
Your Income Tax—Arnold Mandel, C.A. ... TSS
Your Life and Mine—Phyllis Mitchell MIT
Your Money's Worth—Sylvia Porter ... PHS-CWF
Your New Year Tips—Cullen Moore ... CMS
Your Personal Finance—Carlton Smith, Richard Putnam ... NEA-DNB
Your Problem and Your Handwriting—Muriel Stafford ... HAF
Your Sew Right—Dale Cavanagh ... SPS
Your World and Mine—Michael Ward ... CJC
You're Telling Me—William Ritt ... KFS-CP-TSS
You're The Skipper—John Bohannan ... PHS-MIL-CWF-CDN
Youth Asked For It—Helen Bottel ... KFS
Youth Beat—Ralph Hartell ... NEA
Youth Parade—Reba and Bonnie Churchill ... NNS
Youthful Viewpoint, The—Lester Rand ... YR

SYNDICATED FEATURES LISTED BY AUTHORS

A

Aaronson, Earl—Weeders Guide ... APN
Abel, Helen—Fashions For Women ... CNS
Abel, Helen—Through the Looking Glass ... CNS
Abraham, "Doc" George—Green Thumb, The ... GEO
Abrams, Dr. Irving—Your Child's Health ... RTS
Abrams, Jane—Interior Decoration ... CTN
Adams, Amy—Ask Amy ... CPS
Adams, Anne and Marian Martin—Dress Pattern Features ... KFS-CP-TSS
Adams, Chet—All In Sport ... CTN
Adams, Dr. Carlyle—Our Religions ... RTS
Adams, Eleanor—Women's World ... CNS
Adams, George, Ann Jermyn—Home ... DHJ
Adams, George Matthew—Today's Talk ... MIL-WSS
Adams, Jean—Teen Forum ... CTN
Adler, Albert & Richard Harrison—Lim-R-Iddle ... PHS-CWF
Adler, Joseph—Destination ... ADL
Adler, Dr. Mortimer J.—Great Ideas From The Great Books ... PHS-CWF-MIL
Adrian, Tracy—Fashions ... KFS-TSS
Ahern, Margaret—An Altar Boy Named Speck ... NCW
Akin, Earl, Akin's Essays ... TER
Akin, Earl—Editorials ... TER
Akin, Earl—this an' that ... TER
Alber, David O.—In The Spotlight ... ALR
Alber, David O.—Safety First ... ALR
Albrecht, Margaret—Complete Guide For The Working Mother ... DDS
Albrecht, Lu—Your Home ... GFC
Alden, Alice—Half Tone Fashions ... KFS-TSS
Alden, Hoyt—To the King's Taste ... MIL-WSS
Alderson, Court—This Is Sport? ... SM
Alexander Holmes—Holmes Alexander ... MCN
Allen, Ida Bailey—Let's Eat ... KFS-TSS
Allen, David—Automobiles ... DHJ
Allen, Fred—Fred Allen's Letters ... DDS
Allen, R. J.—A Problem a Day ... WLG-MS
Allen, Robert S. and Paul Scott—Inside Washington ... PHS-CWF
Allen Steve—Bigger Than A Breadbox DDS
Alsop, Joseph—Alsop Column ... LAT
Altenhain, Monica—Thoughts For Food ... CMI
Alvarez, Dr. Walter C.—Alvarez Medical Column ... RTS
Ames, Elinor—Etiquette, Correct Thing ... CTN
Ames, Ph.D., Louise Bates and Francis L. Ilg, M.D.—Parents Ask ... PHS-CWF
Andelman, S.L., M.D.—For Better Health ... GFC
Anders, Ronald—Stamp Nook ... AR
Anders, The—The Scrambler ... AR
Anderson, Arthur Benjamin—Week-end Report on that Latest Best Seller ... AND
Anderson, Bett—Famous People In Teens CNS
Anderson, Brad—Grandpa's Boy ... SM
Anderson, Brad and Dorothy Leeming—Marmaduke ... NNS
Anderson, Carl—Henry ... KFS-TSS
Andrews, Hank—Afield and Afloat ... AF
Andriola, Alfred—Kerry Drake ... PHS-MIL-CWF-CDN
Angwin, Perk—Outdoorsman ... DIC
Anthony, Noel—Continental Diary ... NANA-CWF-WNS
Appalucci, Joe—The Byrds ... MIL-WSS
Armour, Tommy—Play Better Golf ... CTN
Arnold, Arnold—It's Child's Play ... NNS
Arnold, Henry & Bob Lee—Jumble—That Scrambled Word Game ... CTN
Arnold, Russ—Nothing But the Truth ... SM
Aronson, Harvey—Aronson Column ... NE
Arquette, Cliff—Charley Weaver Says ... CF
Arriola, Gus—Gordo ... UFS-UPC
Ascher, Sid—Sid Ascher in New York ... ASC
Ashley, Anne—How Can I??? ... WLG-MS
Aul, Henry—Lanscaping ... CDN
Austin, John—Autofacts ... HIS
Austin, John—Books-of-The-Month ... HIS
Austin, John—Austin's Hollywood Column ... HIS
Austin, John—Television Informer ... HIS

B

Babson, Roger W.—How's Business ... PFB
Babson, Roger W.—Babson's Authentic Release ... PFB
Bach, Mickey—Word-A-Day ... PHS-MIL-CDN
Bacharach, Bert—Now See Hear ... KFS-TSS
Bacon, James—Hollywood Shorts ... APN
Bailey, Rev. A. Purnell—Bread of Life ... GFC
Bailey, Bruce—How Does It Work ... CF
Baker, Russell—Baker Column ... NYT
Bald, Ken—Dr. Kildare ... KFS-TSS
Ball, Walter—Rural Route ... TSS
Barbour, John—Science at Work ... APN
Barbour, John, Alton Blakeslee, Frank Carey—Science News Features ... APN
Barden, Leonard—Chess ... MS
Barkham, John—Saturday Review Book Service ... SAT
Barnes, Bob—The Better Half ... RTS
Barnes, Bob—Laff of the Week ... CSF-MIL-CSP
Barnum, M. H.—Men's Wear, The Score in Clothes ... CTN
Barrett, Cyrus, Jr.—Cy Barrett Says ... NNS
Bartlett, Charles—News Focus ... PHS-CWF-MIL-CDN
Barry, Dan; Mac Raboy—Flash Gordon ... KFS-RGB-TSS
Barry, Seymour, Lee Falk—Phantom ... KFS-RGB-TSS
Basch, Buddy—Entertainment Whirl ... BAS
Basch, Buddy—Music Whirl ... BAS
Basch, Charles J., Jr.—Scramble Steps ... BAS
Base, Barry—Off Base ... TSS
Batchelor, C. D. & Warren King—Editorial Cartoon ... CTN
Battelle, Phylis—Assignment: America ... HHS-KFS-TSS
Bauer, Dr. Wm.—Health For Today ... CF
Bauich, Jerry T.—Salute ... APN
Baum, Herman—House Doctor ... RTS
Beale, Betty—Betty Beale's Washington Letter ... PHS-CWF
Beard, Frank—Golf Series ... NEA
Beaton, A.—Editorial Cartoon ... TNS
Beattie, Robert—Olympic Skiing For You ... NNS
Beck, Joan—You and Your Child ... CTN
Beck, Marilyn—TV Close Ups ... BM
Becker, B. Jay—Contract Bridge ... KFS-CP-TSS
Beckman, R. O.—The Vintage Years ... CF
Bee, H.—Cartoon ... JTA
Beebe, Lucius—The Big Spenders ... DDS
Beedham, Brian—Economist On Today's World ... EI
Beeman, Art—Those Were The Days ... SM
Behrendt, Fritz—Behrendt Editorial Cartoons ... CDN
Beirne, Francis F.—Mr. Billopp ... FJM
Benchly, Alex Jane—Selected Short Shorts ... BA
Benson, Dr. George S.—Listen Americans ... NEP

Benson, George S., Dr.—Looking Ahead NEP
Bentley, Helen—Around the Waterfront ..... FJM
Bergen, Mary Jane—Science ..... EPS
Berndt, Walter—Smitty ..... CTN
Berrill, Jack—Gil Thorp ..... CTN
Berliner, Louis—Ask Me ..... DF
Bernheimer, Martin—Music Column ..... LTWP
Berry, Jim—Berry's World ..... NEA-DNB
Bertrand, Solange—Beauty and You ..... BM-DNB-MIL
Best, Gordon—Redeye ..... KFS
Beyette, Beverly—Beauty Tips ..... CNS
Binder, Otto S.—Our Space Age ..... BM-MIL-DNB
Biossat, Bruce; Robert J. Cochnar; Ray Cromley; Dick Kleiner; Leon Dennen; Rosette Hargrove; Gaynor Maddox; Tom A. Cullen; Bill McCormick; Boyd Lewis; Joan Crosby—News Dispatches on Topics of Current Interest ..... NEA-DNB
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Biossat, Bruce—Background Stories ..... NEA-DNB
Birmingham, Lloyd—Handy Family ..... GFC-CSF-MIL
Bishop, Barry—Latin American Column CTN
Bishop, Gerry—Architects Home Designs ..... BM-DNB-MIL
Bishop, Jim—Jim Bishop, Reporter....KFS-TSS
Bishop, T. Jerome—In Orbit ..... BIS
Bishop, T. Jerome—Matters of Substance....BIS
Bishop, T. Jerome—Editor's Associate ..... BIS
Bishop, T. Jerome—Books I Have Read ..... BIS
Bishop, T. Jerome—GI Memories ..... BIS
Bishop, T. Jerome—Radio-TV ..... BIS
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Bishop, T. Jerome—Historical Series Features ..... BIS
Bishop, T. Jerome—Do You Know? ..... BIS
Bishop, T. Jerome—A Christian Thinks BIS
Bishop, T. Jerome—Deeds to Admire ..... BIS
Bishop, T. Jerome—The Bible Says ..... BIS
Bishop, T. Jerome—They Said That It Couldn't Be Done ..... BIS
Bishop, T. Jerome—What Would You Do . . . If . . . ?..... BIS
Bishop, Wally—Muggs & Skeeter ..... KFS-CP-TSS
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Blake, Doris—Blake Heart to Heart Talks ..... CTN
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Blakeslee, Alton—March of Science ..... APN
Blakeslee, Alton, John Barbour and Frank Carey—Science Newsfeatures ..... APN
Blinn, Johna—Celebrity Cookbook ..... NE
Block, Al. Ph.D.—Custom Editorials ..... AB
Block, Al—Seems To Me ..... AB
Block, Herbert L.—Herblock Editorial Cartoons ..... PHS-CWF
Bohannan, John—You're the Skipper ..... PHS-MIL-CWF-CDN
Boland, Rev. Paschal, O.S.B.—Week In Liturgy ..... NCW
Bolle, Frank—Debbie Deere..... MCN-CWF
Bollen, Roger—Funny Business ..... NEA-DNB
Boltinoff, Henry—Stoker The Broker ..... CF
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Bombeck, Erma—At Wit's End ..... NE
Bond, Dorothy—Delightful Dietips ..... LED
Bonsavage Stevie—Traveler's Clearing House ..... NEA
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Born, V. T.—Professor Pi ..... DWL
Bottel, Helen—Helen Help Us....KFS-TSS-RGB
Bottel, Helen—Youth Asked For It ..... KFS
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Bourjaily, Monte F.—Everyday Editorials ..... GS
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Boxell, Ronald—Financial & Economic Column ..... MS
Boyle, Hal—Boyle's Column ..... APN
Boyle, Jack—What TV Viewers Think ..... DNG
Brace, Irving A.—Camera College ..... BRA
Bracken, Pep—Petunia ..... MIL-WSS
Bradford, Aurilla—House News ..... ASA
Bradford, Jack—Hollywood Report ..... MCN
Bradley, Marvin; Frank Eddington and Dr. N. P. Dallis—Rex Morgan, M.D. ..... PHS-MIL-CWF-CDN
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Brandstadt, Wayne, G., M.D.—The Doctor Says ..... NEA-DNB
Brandstadt, Wayne G., M.D.—The Well Child—Medical Column ..... NEA-DNB
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Brams, Stanley H., Howard Whims—Rod Chance ..... CF
Brann, Don—East-Bild ..... GFC
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Breger, Dave—Mister Breger ..... KFS-RGB-TSS
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Bresciani, Andrea, Robert Raymond, Stuart Butler, Ph.D.—Frontiers of Science LAT
Breslin, Jimmy—Jimmy Breslin's New York ..... LO
Brewster, Catherine—Beauty in the News ..... WNS
Brickman, Morrie—Blue Chips ..... BM-DNB-MIL
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Brinkman, Grover—Grover Brinkman Features ..... RA
Broder, Davis S.—Political Parade ..... LTWP
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Brooks, Dick—The Jackson Twins .. MCN-CWF
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Brothers, Dr. Joyce—Ask Dr. Brothers BM
Brothers, Dr. Joyce—Dr. Joyce Brothers ..... NANA-CWF-WNS
Brothers, Dr. Joyce—Dorothy Dix Column ..... DNB
Broudhecker, John—Funsters ..... AP
Brown, Bob—Science For You ..... GFC
Brown, Jimmy with Myron Cope—Off My Chest ..... DDS
Brown, Constantine—Constantine Brown ..... DNB-MIL
Brown, Dottie and Harry—Dottie Decorates ..... GFC
Brown, Murray—Travel Topics ..... UPI
Brown, Robert W.—The News and You BRN
Brown, Vivian—Household Stories ..... APN
Brown, Vivian—Young Moderns ..... APN
Brown, Vivian—Beauty ..... APN
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Browne, Dik and Mort Walker—Hi and Lois ..... KFS-RGB-TSS
Brownstone, Cecily—Food Stories ..... APN
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Bryan, Lee, Rube Weiss—Have Fun ..... BPF
Bryson, Mary & Cathy Miller—Points For Parents ..... RTS
Buchwald, Art—Art Buchwald Column LAT
Buchwald, Art—Buchwald Column ..... CDN
Buckley, Jr., William F.—On The Right ..... KFS-MIL-WSS
Buckley, Isabelle—A Child's World ..... MIL-CDN
Budler, Bob—Record Roundup ..... CNS
Buel, Hubert and Lew Little—Press Gremlins ..... LE
Buel, Hubert, Artist, Dr. Frank Miller D.V.M. Author—"The Wonderful World of Animals, The ..... CHR
Buescher, Alfred J.—Buescher Cartoons .. KFS
Buescher, Alfred—Weekly Sunday School Lesson and Bible Strip KFS-TSS
Buescher, Alfred and R. H. Ramsey—Weekly Sunday School Lesson and Bible Strip ..... CP
Bullen, Dana, Richard Fryklund, Frank Getlem, Wm. Hines, Paul Hope—Washington Closeup ..... WSS
Buresch, Joe E.—Dinah Mite ..... JEB
Buresch, Joe E.—Fletcher the 4-H'r.... JEB
Burge, Ethel—Keeping Up With The World ..... BUR
Burge, Ethel—What's Your Fashionscope? ..... BUR
Burgess, Thornton W.—Nature Stories ..... MIL-CDN
Burgin, Dave—Background Stories NEA-DNB
Burgin, Dave—News Dispatch on Topics of Current Interest ..... NEA-DNB
Burgin, Dave—Sports Stories ..... NEA-DNB
Burgin, Dave—Washington News Notebook ..... NEA
Burgin, Dave, Bob Cochnar—Wheeling It NEA
Burness, Tad—Auto Album ..... RTS
Burnett, James & Geo. Crenshaw—Nubbin ..... KFS-TSS
Burnett, Sue—Sue Burnett Dress Pattern ..... NEA-DNB
Burroughs, Ben—Sketches ..... GFC
Burroughs, Edgar Rice—Tarzan ..... UFS-UPC
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Bushmiller, Ernie—Nancy ..... UFS-UPC
Butler, Stuart, Ph.D., Andrea Bresciani, Robert Raymond—Frontiers of Science ..... LAT
Butler, Ron—Going Places ..... GFC
Butterworth, Jenny & Pat Tourret—Tiffany Jones ..... PHS-CWF

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Caen, Herb—It's News To Me ..... CHR
Cain, Charles—Automobile News ..... AP
Callahan, North—North Callahan in New York ..... AS
Callahan, Rosellen—Tips For Trips ..... EES
Campbell, Anne—Life Lines ..... BM-DNB-MIL
Campbell, E. Simms—Cuties ..... KFS-RGB
Campbell, Joe—Bonnie ..... CWF
Campbell, Mary—In Record Time ..... APN
Camplin, Charles—Motion Picture Column ..... LTWP
Canaday, John—Art Column ..... NYT
Canary, Betty—Betty Canary's Column NEA
Caniff, Milton—Steve Canyon .... KFS-PHS-CWF-MIL-CDN
Cannel, Ward—Cannel at Bay ..... NEA-DNB
Cannen, Jimmy—Sports Today ..... KFS-TSS
Cannon, Poppy—Fast Gourmet, The ..... GFC
Capp, Al—Li'l Abner ..... CTN
Carey, Frank, Alton Blakeslee and John Barbour—Science News Features ... APN
Carley, Roy—Light on Life's Path ..... CF
Carlson, Harriet—Across My Path ..... HC
Carlson, Harriet—Fritchie Saunders Columns ..... HC
Carlson, Harriet—It's Fun In—(The Month Changes Through The Year) ..... HC
Carpenter, Leslie—Washington Beat ..... PHS-CWF
Carpenter, Rene—A Woman, Still ..... WBE
Carper, Jean—Stay Alive ..... DDS
Carroll, Harrison—Behind the Scenes in Hollywood ..... KFS-TSS
Carroll, Les—Life With The Rimples ..... NEA-DNB
Carroll, Les—Babe n' Horace ..... NEA-DNB
Carroll, Les—Boots ..... NEA-DNB
Carroll, Les—The Gooneys ..... NEA-DNB
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Carter, Lynn—Beauty at Home ..... WLG-MS
Carter, Don, Marion Ladewig—Bowling Tips ..... NNS
Cartwright, Charles—Church Chuckles ..... SM-CAR
Cassels, Louis—Religion ..... UPI
Cassels, Louis—What's The Difference? .. DDS
Cassini, Oleg—Oleg Cassini Says ..... CF
Casson, Mel—That's My Charlie ..... BM
Cathcart, Henry—Inside Washington ..... KFS-TSS
Cavalli, Dick—Winthrop ..... NEA-DNB
Cavanagh, Dale—Your Sew Right ..... SPS
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Cerf, Bennett—Try and Stop Me ..... KFS-CP
Chamberlain, John—These Days ..... KFS-TSS
Chambers, Robert W.—Robert W. Chambers ..... MIL
Chapman, John—New York Theatre Letter ..... CTN
Chapman, John—Drama Review ..... CTN
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Chesire, Maxine—VIP ..... LTWP
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Church, Ruth Ellen—Wine Column ..... CTN
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Clark, Doris—Dear Doris ..... TNS
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Clark, George—Neighbors ..... CTN
Clause, Frank—Tenpins Tips ..... GFC
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Coates, Paul—Coates Column ..... LTWP
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Cochnar, Bob—Clothesmanship ..... DNB
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Cohnar, Robert—Background Stories ..... NEA-DNB
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Cochran, Negley, Walt Wetterberg—Out Our Way ..... NEA-DNB
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Coffin, Harold—The Needle ..... APN
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Cohn, Bob & Tom Shephard—Hystoria AD
Cole, Dr. Conner G.—Rx For Sick Marriages ..... CF
Coleman, J. C.—Religious (Church) Service ..... CA
Coleman, Lester—Speaking of Your Health ..... RGB-CP-KFS
Collins, Kreigh—Kevin The Bold.... NEA-DNB
Collins, Thomas—Golden Years ..... GFC-CSF-MIL
Collins, Thomas—Today's Chuckle ..... GFC
Colvin, Melvin—Colvin's Commentary ..... CF
Coltin, Wendell—It's Your Money ..... GFC
Condon, Dave—In the Wake of the News ..... CTN
Conners, Dorsey—Hi! I'm Dorsey Conners ..... PHS-CWF-MIL
Connolly, Dr. Sabina—What Do You Know ..... KFS-RGB-TSS
Conrad, Barnaby—Famous Last Words .... CHR
Conrad, Paul—Conrad Cartoons ..... RTS
Considine, Bob—On the Line .... HHS-KFS-TSS
Constella—Horescope ..... CTN
Cooke, Tom, Phil Evans—Drift Marlo .... COO
Cooley, Leland—The Retirement Trap .... DDS
Cooper, Joseph D.—A Woman's Guide To Part-Time Jobs .. DDS
Cope, Myron with Jimmy Brown—Off My Chest ..... DDS
Corcoran, Paul, Jack Murphy—Space Age Report ..... CNS
Corcoran, Paul—Oceanography ..... CNS
Corey, Ben—Let's Make ..... HAR
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Corky—Corky Editorial Cartoon ..... LAT
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Cordray, Robert—Smidgens ..... NNS
Corradeno, Philomena—Kitchen Talk .... PHI
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Cornell, George—Religion Today ..... APN
Corrick, Frank—What about Retirement ..... CNS
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Counihan, Maureen—Beauty ..... CTN
Cox, Claire—Religion ..... CNS
Courtson, Al—Sonny South ..... SM
Craig, Eugene—Forever Female ..... DF
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Cramer, Polly—Polly's Pointers .... NEA-DNB
Cramer, Polly—Pointers and Patterns NEA
Cramer, Polly—Women's Page Feature ..... NEA-DNB
Crandall, Opal—New Products ..... CNS
Crane, Dr. George W.—Test Your Horse Sense ..... CTN
Crane, Dr. George W.—The Worry Clinic ..... HPS
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Crane, Roy—Bus Sawyer ..... KFS-TSS
Cranford, Dr. Clarence W.—International Bible Lesson ..... NCR
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Cromley, Ray—News Dispatches on Topics ..... NEA-DNB
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Crosby, Joan—Entertainment Features ..... NEA-DNB
Crosby, Joan—TV Notebook ..... NEA-DNB
Crosby, Joan—The Record Shop ..... DNB
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Donen, Harry S.—Business With Pleasure ... DHS
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Falk, Lee and Seymour Barry—Phantom ... KFS-RGB-TSS
Familius, Medicus—The Weather and You ... RI
Farmer, Eunice—Sew Simple ... RTS
Farrar, Margaret—Daily Crossword ... GFC
Fawcette, Gene; Athelstan Spilhaus—Our New Age ... PHS-CWF
Feather, Leonard—Jass Column ... LTWP
Feeley, Mary—Live Within Your Income ... APN
Feiffer, Jules—Feiffer ... PHS-CWF
Fertig, Lawrence—Lawrence Fertig ... CF
Fett, George—Sniffy ... BM-MIL-DNB
Ficklen, Herc—Key-peek ... LED
Fiebig, Jim—Mark My Words ... GFC
Fields, Sidney—Only Human ... CTN
Fine, Dr. Benjamin—Spotlight on Education ... NANA-WNS
Fine, Dr. Benjamin—Your Education Forum ... NANA-WNS
Fine, Dr. Benjamin—How To Get Money For College ... BM-DNB-MIL
Finley, Art—Art's Gallery ... CHR
Fischer, Jo—From Nine to Five ... PHS-MIL-CWF-CDN
Fischetti, John—Fischetti Cartoons ... PHS-CWF-MIL-CDN
Fisher, D., H. Crowe—Fisher-Crowe Report ... TNS
Fisher, Ham—Joe Palooka ... MCN-CFW
Fitch, Jack—Astro-Scram ... LED
Fix, Mr.—Do-It-Yourself ... NEA-DNB
Flanders, Charles and Paul Newman—Lone Ranger ... KFS
Fleeson, Doris—Doris Fleeson Column ... UFS-UPC
Flessel, Creig—David Crane ... PHS-CWF
Fletcher, Vivian—Conservation ... WOR-WPS
Fletcher, Kavanagh—Bringing Up Father ... KFS-TSS-RGB
Fletcher, Vivian—World-Wise ... WOR-WPS
Flint, Prof. J. D.—Brain Twizzlers, The ... NNS
Flowers, Don—Glamor Girls ... KFS-RGB
Flynn, Jean—Feminine Logic ... RTS
Foley, Alan—Air Hawk ... BPS
Foley, Bernice—Fashion Security ... ATH
Folger, Franklin—The Girls ... PHS-MIL-CWF-CDN
Fonda, Douw H.—AP Biographical advance obituary service ... AP
Forbes, Willis—Sparks ... LAT
Foreman, Dr. Kenneth—The Bible Speaks ... CPS
Formnals, Henry—Freckles and His Friends ... NEA
Forrai, Zoltan and Chumy—Humor Without Words ... VAZ
Foster, Hal—Prince Valiant ... KFS-TSS
Fowler, Lavina Ross—The Bible, Can You Quote It? ... NNS
Fowler, Lavina Ross—Weekend Bible Quiz ... NNS
Fox, Gill—Side Glances ... NEA-DNB
Fox, Roy—Aggie ... CTN
Fox, Roy L.—Then—Now ... CTN
Fox, Rabbi Samuel—Jewish Quiz Box ... JTA
France, Harry C.—Investors' Forum ... GFC
Frank, Bailey R.—The Skies Today ... BRF
Franklin, Ed.—Franklin Cartoons ... TSS
Fraser, Hugh Russell—As I See It ... CF
Fredericks, Fred and Lee Falk—Mandrake The Magician ... KFS
Freedman, Max—In Perspective ... CDN
Freeman, Donald—Point of View ... CNS
Freeman, Lucy—Why People Act That Way ... DDS
Frey, Richard and Howard Schenken—Winning Contract ... BM-DNB-MIL
Freyse, William—Our Boarding House ... NEA-DNB
Fried, Ida—Features ... EPS
Fried, Ida—Home ... EPS
Fried, Ida—New Products ... EPS
Friedman, Milton—Capital Spotlight ... JTA
Friell, Cummings, Giles & Jak—Political Cartoons ... MS
Fritchie, Pete—Comment On Sports ... EC
Fritchey, Clayton—State of Affairs ... NE
Frost, Rex—Let's Take Pictures ... MIL
Frye, William R.—The World in Focus ... RF
Frye, William R.—The U.N. Today ... RF
Fryklund, Richard; Dana Bullen, Frank Getlem, Wm. Hines, Paul Hope—Washington Closeup ... MIL-WSS
Fullerton, D.H.—How To Invest Wisely ... TSS

G

Gagen, Helen—Three Meals a Day ... TNS
Galbraith, William & Ed Nofziger—Sir Lim'rick ... RTS
Gallup, Dr. George H.—Public Opinion News Service (Gallup Poll) ... PHS-MIL-CWF-CDN
Galton, Lawrence—More For Your Money ... MIL-WSS
Gamsby, Margo—It's Your Castle ... TNS
Gardner, David C.—It Seems To Me ... GA
Gardner, Hy—Hy Gardner Calling ... PHS-CWF-MIL-CDN
Gately, George—Hapless Harry ... CTN
Gates, Art—Quickies ... GF
Gates, Art—Short Short Stories ... GF
Gates, Art—Jennifer ... GF
Gaver, Jack—Broadway ... UPI
Gaver, Jack—TV-Radio ... UPI
Gayn, Mark—Red World, The ... TSS
Gayn, Mark—Asian Reports ... TSS
Gelman, Bernard—Off The Beaten Track ... GEL
Genauer, Emily—Art Column ... MIL-CDN
Gerard, Dave—Citizen Smith ... RTS
Germano, Eddie—Sportcaster ... CF
Gershon, Arthur—United Nations News ... CMI
Getlem, Frank; Dana Bullen; Richard Fryklund; Wm. Hines; Paul Hope—Washington Closeup ... MIL-WSS
Getterman—Ginger ... UFS
Getze, George, Sam Patrick—Profiles In Science ... LAT
Gibson, Mildred—Beauty In Orbit ... NNS
Gilbert, Nancy—What Young People Think ... APN
Gilbert, Nancy—Top Record of Week ... APN
Gilbert, Paul H.—Daffynitions ... GFC
Giles, Prof. Carl H.—Carl H. Giles Features ... RA
Giles & Lancaster—Political Cartoons ... RTS
Giles, Cummings, Friell & Jak—Political Cartoons ... MS
Gilmore, John—Mr. Clubwoman ... MCN
Giuffre & Bruth—Harvey ... MIL-WSS
Glaser, Vera—Washington ... WNS
Glazer, Barney—Hollywood Heartline ... TCN
Glazer, Barney—Glazed Bits ... TCN
Glazer, Barney—Hi Fi Equipment ... TCN
Glazer, Barney—Hi Fi Whirled ... TCN
Glazer, Barney—Las Vegas Limelight ... TCN
Gleason, Norma—Know-It-All, by Cecelia ... GLE
Gleason, Ralph J.—The Rhythm Section ... CHR
Glenn, Camille—Flavor To Taste ... KFS
Glover, William—Theatre ... APN
Goerner, Fred—Search For Amelia Earhart ... DDS
Golden, Harry—Only In America ... BM-MIL-DNB
Goldberg, Sid—Footlights of Broadway ... NANA-MIL-WNS
Goldberg, Hyman—Our Man In The Kitchen ... RTS
Goldwater, Sen. Barry—Goldwater Column ... LAT
Goodman, Dr. David—What's Best For Your Child ... BM-DNB-MIL
Goodwin, Archie, Al Williamson—Secret Agent Corrigan ... KFS
Goodwin, "Doc"—Mostly Male ... DF
Gordon, A. C.—Crossword Puzzle ... WLG-MS
Gordon, A. C.—Fortune Teller ... WLG
Gordon, A. C.—Look and Learn ... WLG-MS
Gordon, A. C.—Solve-A-Crime ... WLG-MS
Gordon, A. C.—Terse-Verse ... WLG-MS
Gordon, W. L.—Lesson in English ... WLG-MS
Gordon, W. L.—Read and Remember ... WLG-MS
Goren, Charles—Bridge ... CTN
Goss, Mary, Frank Remlie—Tom Trick ... NEA-DNB
Gould, Chester—Dick Tracy ... CTN
Gould, Jack—Television Column ... NYT
Gould, Maurice M.—Coin Roundup ... GFC
Graham, Alex—Fred Basset ... PHS-CWF
Graham, Billy—My Answer ... CTN
Graham, Billy—World Affame ... DDS
Graham, Frank—Collections On Coins ... CNS
Graham, Frank—Keeping Posted ... CNS
Graham, Sheilah—Hollywood Everywhere ... NANA-WNS
Graham, Sheilah—Hollywood Everywhere ... BM-DNB-MIL
Grandenetti and Herron—Rip Tide ... CF
Grandy, Edwin T.—"Quote" & Unquote ... GHF
Grant, Charles—Uncle Charley's "Epigrins" ... SM
Grant, Lou—Grant Editorial Cartoon ... LAT
Grant, Lou—Small World ... AD
Graves, Paul T.—Gourmet Cooking ... SUN
Gray, Harold—Little Orphan Annie ... CTN
Gray, Harold—Maw Green ... CTN
Gray, M. Harrison—Standard Bridge ... MS
Green, C.—Messieurs Chateau & Briand ... SPS
Green, Arthur S.—Spotlight on Education ... GRE
Green, Jan—Hey, Swingy ... GFC
Green, T. R.—Fun and Games ... BPS
Greer, Philip—Stock Exchanges ... LTWP
Greer, Philip—The Stock Market ... LTWP
Greenwood, Nat—Belvedere ... AD
Griffo, Charles G.—That's For Sure ... TPI
Gross, Ben—TV-Radio What's on? ... CTN
Gross, Milton—Sports Column ... NANA
Grove, Noel—Background Stories ... NEA
Grubert, Carl—The Berrys ... PHS-MIL-CWF-CDN
Grudel, Greta—A World of Style ... GFC
Grunewald, George—In The News ... CF
Guest, Edgar A.—Poetry ... MIL-WSS

H

Haber, Joyce—Contemporary Trends ... LTWP
Haenigsen, Harry—Penny ... PHS-CWF-MIL-CDN
Hagen, John Milton—"I Am in Iambics" ... GHF
Hagen, John Milton—The Shrewd Nude & Other Light Verse ... GHF
Hale, Helen—Family Pot Luck ... CSP-MIL-CSP
Hale, Meg—Past Sixty ... HAL
Hale, Meg—Past Sixty ... GHS
Hall, A. Neely—Craft Patterns ... CRA
Hall, Gerry—Travel ... TSS
Hall, Gordon Langley—Romantic And True ... GHS
Hall, Wilton E.—Quiz Hall ... HPS
Halliday, Dean—Gardengraphs ... KFS
Hamilton, Anita—Beauty Secrets of the Stars ... HLW
Hamlin, Paul—What Next Fashion Interviews ... SPS
Hamlin, V. T.—Alley Oop ... NEA-DNB
Hamm, Jack—Religious Drawing ... SM
Hammer, Alexander—Over the Counter ... NYT
Hanan, Harry—Louie ... CTN-MIL-DNB
Hancock, Malcolm—Humphrey Hush ... MIL-WSS
Hancock, Mal—Patrick ... MIL-WSS
Hanna, Barbera Productions—Yogi Bear ... MCN-CWF
Hanna, Barbera Productions—The Flintstones ... MCN-CWF
Handie, Osa—Here's How ... MOH
Hansen, Pete—Lolly ... CTN
Hargrove, Rosette and Helen Hennessy—Fashion Stories ... NEA-DNB
Hargrove, Rosette—Background Stories ... NEA-DNB
Hargrove, Rosette—News Dispatches on Topics of Current Interest ... NEA-DNB

Hargrove, Rosette—Paris Fashion Stories ..... NEA-DNB
Hargrove, Rosette—Women's Page Features ..... NEA-DNB
Harper, Dr. Howard V.—Days and Customs of All Faiths ..... GFC
Harper, Rev. Robert—Sunday's Sermon ..... CSF-MIL-CSP
Harris, Ed—Down on The Farm ..... FOR
Harris, Louis—Harris Survey ..... LAT
Harris, Sydney J.—Strictly Personal ..... PHS-MIL-CWF-CDN
Harrison, Adam—What God Do You Mean? ..... HNF
Harrison, Richard & Albert Adler—Lim-R-Iddle ..... PHS-CWF
Hart, Alicia—Beauty Briefs ..... DNB
Hart, Alicia—Beauty Column ..... DNB
Hart, Alicia—Women's Page Features ..... DNB
Hart, Johnny—B.C. ..... PHS-CWF-MIL-CDN
Hart, Johnny & Brant Parker—Wizard of ID ..... PHS-CWF-MIL
Hartell, Ralph—Youth Beat ..... NEA
Hartung, Barbara—Home Decorating ..... CNS
Harvey, Earle & J. M.—Speaking of the Law ..... ACC
Harvey, Paul—Paul Harvey News ..... GFC
Hasen, Irwin and Gus Edson—Dondi ..... CTN
Haworth, Mary—Mary Haworth's Mail ..... KFS-TSS
Haynie, Hugh—Haynie Editorial Cartoon ..... LAT
Hazlitt, Henry, Henry Hazlitt Column ..... LAT
Head, Edith—Headlines ..... NE
Hedlund, Frank & James Ponter—My Word! ..... RTS
Heffernan, Harold—On Hollywood ..... BM-DNB-NANA-WNS
Heiner, Mel—My New York ..... KFS-CP
Hello, Ray—The Flibbertys ..... CTN
Henderson, Skitch—Music Beat ..... GFC
Henderson, Tom—Panel Parcel-Today's Laugh ..... CTN
Hennessy, Helen—Women's Page Features ..... NEA-DNB
Hennessy, Helen; Rosette Hargrove—Fashion Stories ..... NEA-DNB
Hennessy, Helen—The Boutique ..... NEA-DNB
Henrikson, Arthur A.—Weekly Political cartoon for State of Illinois only ..... HEN
Henry, Bill—By The Way ..... LTWP
Henry, Thomas R.—Science Articles ..... KEL-WNS
Henry, Will—Ching Chow ..... CTN
Herling, John—Report on Labor ..... NNS
Herron and Grandenetti—Rip Tide ..... CF
Herron and Norstrand—Bat Masterson ..... CF
Hershenson, M.D., H. L.—Medical Memos ..... LAT
Hess, Erwin L.—The Good Old Days ..... UFS-UPC
Hess, Erwin L.—Good Old Days & Antique Fair ..... UFS-UPC
Hesse, Don—Editorial Cartoons ..... MCN-CWF
Higgins, Msgr. George C.—The Yardstick ..... NCW
Hightower, Paul—Senior Forum ..... GFC
Hilsman, Roger—To Move A Nation ..... DDS
Hill, Nicki—Weekend TV Preview ..... DIC
Hines, P. T.—Fortune Finder ..... RGB-TSS
Hines, Wm., Dana Bullen, Richard Frykland, Frank Getlein; Paul Hope—Washington Closeup ..... MIL-WSS
Hirschberg., Al with Clinton T. Duffy—Sex And Crime ..... DDS
Hitchcock, Henrietta—Cats and Their Care ..... CF
Hitz, Ray—Auto Facts and Features ..... ECS
Hitz, Ray—Let's Talk About Your Car ..... ECS
Hittle, Brig. Gen. James D.—The Changing Scene ..... CNS
Hix, Elsie—Strange As It Seems ..... UFS-UPC
Hodgson, Mike—With Sgt. Mike ..... PHS-CWF
Hoff, Syd—Laugh It Off ..... KFS-TSS
Hofman, Peter—Jeff Cobb ..... GFC
Hofman, Pete and Bob Morgan—Why We Say ..... GFC
Hogan, William—Book Reviews ..... CHR
Holber, Hans—Broadway Beat ..... EPS
Holland, Daniel; Joseph Parrish—Editorial Cartoons ..... CTN
Holley, Lee—Ponytail ..... KFS-TSS-RGB
Hollreiser, Lenny—Looking Back In Sports ..... CTN
Hollreiser, Lenny—This Day in Sports ..... CTN
Holm, John—Woody's World ..... NNS
Holman, Bill—Nuts & Jolts ..... CTN
Holman, Bill—Smokey Stover ..... CTN
Holman, Bill—Spooky ..... CTN
Holzer, H. W.—Motion Pictures ..... EPS
Hoover, Kerwin—Grass Roots Clippings ..... HTF
Hope, Paul; Dana Bullen; Richard Frykland; Frank Getlein; Wm. Hines; Paul Hope—Washington Closeup ..... WSS
Hoppe, Art—Our Man Hoppe ..... CHR
Horowitz, David—Films, Music, Theatre ..... WUP
Horowitz, David—Behind The Scenes At The United Nations ..... WUP
Horowitz, David—Round Up of World News ..... WUP
Hostler, Dr. Phyllis—Do's and Don'ts for Mothers ..... CF
Houser, Lynne—Teen Fashions ..... CNS
Howard, Charles P. Sr.—U.N. Features ..... HNS
Howe, Pete—Here's Howe ..... KFS-RGB
Howe, Gordie—Hockey Hints ..... TSS
Hoyt, Waite—According to Hoyt ..... ATH
Hubbard, Louise—Little Journeys to Great Homes ..... HN
Hubbard, Louise—Mother Hubbard's Cupboard ..... HN
Hubbard, Walter W.—Minia Tours ..... HN
Hughes, Alice—Woman's New York ..... KFS-TSS
Hughes, Lillian—Washington Notes ..... EC
Hughes, Lillian—Who Knows? The Answers ..... EC
Hughes, Lillian—The World Of Entertainment ..... EC
Hugo, Ric—Soliloquy ..... PHS-CWF
Hulse, Jerry—Travel Column ..... LTWP
Hulse, Dr. E. Duane—Altar Stairs ..... HPS
Hume, Paul—Music ..... LTWP
Humphrey, Hal—Shows To Watch (Television) ..... LAT
Humphrey, Hal—Viewing TV ..... LAT
Humphrey, Sylvia Windle—Chef, The ..... BM-DNB-MIL
Hunter, J.A.H.—Fun With Figures ..... TNS
Hunter, J.A.H.—Fun With Figures ..... LAT
Hunter, Lois—Housewife Helps ..... WHE
Hunter, Lois and Jim—The Family Purse ..... GFC
Hurd, Jud—Ticker Toons ..... UFS-UPC
Hurb, Larry and Jim Whiting—Ad Libs ..... GFC
Hutchins, Dr. Robert Maynard—What Kind of World? ..... LAT
Hyman, Dick—Daffy Divorces ..... HYM
Hyman, Dick—Freak Squeaks ..... HYM
Hyman, Dick—Nonsense (Name Of State) ..... HYM
Hyman, Dick—It's The Law ..... HYM
Hyacinth & Merri—Hy Fashion ..... KFS

I

Iger, Jerry—Bobby ..... PF
Iger, S. M.—Pee Wee ..... PF
Ilg, M.D., Frances L. and Louise Bates Ames, Ph.D.—Parents Ask (From the Gesell Institute of Child Development) ..... PHS-CWF
Illman—Vogue Fashion ..... CTN
Imhof, Fred—Sports Expert ..... RTS
Inigo—Lola ..... PPN
Interlandi, Frank—Below Olympus ..... LAT
Interlandi, Phil—Queenie ..... KFS
Ireland, Earl—Bible Word Squares ..... ROY
Ireland, Earl, and Ray Cossette—Kiddie Korner ..... ROY
Irving, Jay—Pottsy ..... CTN
Irwin, Clarice—Bits of America ..... AR
Isabel—Here's Mom ..... CTN
Ishmael, Woodi—The Power of Faith ..... APN

J

Jacoby, Oswald and Jim—Bridge Column ..... NEA-DNB
Jacoby, Oswald and Jim—Win at Bridge ..... NEA-DNB
Jaffee, Allan—Tall Tales ..... CDN
Jak, Cummings, Giles, Frieil—Political Cartoons ..... MS
James, Lee—Adventure Postpaid ..... JL
James, Lee—Labor On Stamps ..... JL
James, Lee—Sport Scene ..... JL
Janeway, Eliot—Ask Janeway ..... CTN
Janeway, Eliot—Janeway's View ..... CTN
Janeway, Eliot—The Janeway Interview ..... CTN
Jeanne and Mary—Sneakers ..... KFS
Jenkins, Dorothy H.—Antiques ..... DHJ
Jenkins, Dorothy H.—Gardens ..... DHJ
Jermyn, Ann; George Adams—Home ..... DHJ
Joachim, Cathy—Panel Parcel Today's Laugh ..... CTN
Johns, Walter L.—Sports Sputterings ..... KFS
Johnson, Ferd—Kitty Higgins ..... CTN
Johnson, Ferd—Moon Mullins ..... CTN
Johnson, Peter W.—Recordings ..... LTWP
Johnson, Pete—The Hollywood Current ..... PSS
Johnson, Pete—The New York Current ..... PSS
Jolita—Little Eve ..... GFC
Jones, Joe—Bright Ideas ..... APN
Jones, Carroll H.—Test Your English ..... RTS
Jones, Dr. Eve—Parent's World ..... BON
Jones, Harry and Fred Reinert—Baseball's Immortal Madcaps ..... AF
Jones, Jenkin Lloyd—An Editor's Outlook ..... GFC
Jones, John Y.—Yardley Jones ..... MIL
Jones, Paul and Dan Oakley—Editorials ..... NEA-DNB
Jones, Ralston and Frank Ridgeway—Mr. Abernathy ..... KFS-TSS
Jones, Stacy—Patents ..... NYT
Jordan, Joanne—Put It In Writing ..... JOR
Joseph, Richard—Travel Column ..... CTN
Juster, Harry—Clothes Make Your Man ..... RTS
Justus and Long—Editor's Choice Cartoons ..... RTS

K

Kain, Ida Jean—Keep In Trim ..... KFS-TSS
Kaliff, Joe—DISecussion ..... AMF
Kaliff, Joe—Broadway Karikatures ..... AMF
Kaliff, Joe—It's A Cockeyed World ..... AMF
Kaliff, Joe—Karikature Karnival ..... AMF
Kaliff, Joe—Magic Carpet Over Broadway ..... AMF
Kalker, Phil—Boom in Golf, Football & Baseball, Racing ..... AMS
Kalker, Phil—What's Doin' In Sports ..... AMS
Kalker, Phil—Sports, What's New or Doin' in ..... AMS
Kalker, Phil—Your Health ..... AMS
Kalker, Phil—In Movies ..... AEW
Kalker, Phil—In Sports ..... AEW
Kalker, Phil—News Of Broadway and Hollywood ..... AEW
Kalker, Phil—Reviewing The New Movies ..... AEW
Kalker, Phil—What's New In Books ..... AEW
Kalker, Phil—What's New In Sports ..... AEW
Kalker, Phil—Your Health ..... AEW
Kane, Bob—Batman & Robin ..... LED
Kane, Bob—The Aristocrats ..... LED
Kantor, MacKinley With Curtis E. Le May—Mission With Le May ..... DDS
Karns, Harry—Fast Life ..... NE
Karpin, Fred L.—Bridge Column ..... LTWP
Katz, Morris—Spotlight on Business ..... PHS-MIL-CWF-CDN
Kaufmanis & Potvin—Lisons ..... CF
Kavanagh-Fletcher—Bringing Up Father ..... KFS-TSS-RGB
Kavanaugh, Simon—Profile ..... MS
Keane, Bil—Channel Chuckles ..... RTS
Keane, Bil—Family Circus ..... RTS
Keasler, John—John Keasler ..... MCN
Keate, Jeff—Time Out ..... PHS-MIL-CWF-CDN
Keate, Jeff—Panel Parcel Today's Laugh ..... CTN
Keefer, Mel and J. Lansky—MacDivot ..... CTN
Kehr, Ernest—Stamp News ..... CDN
Keller—Hardtack ..... BPS
Keller, James—Three Minutes A Day ..... MCN-CWF
Keller, Reamer—Panel Parcel—Today's Laugh ..... CTN
Keller, Reamer—Medicare ..... AD
Kelly, Walt—Pogo ..... PHS-CWF
Kerr, Walter—Theatre ..... NYT
Kerr, Walter F.—Theatre Letter ..... CDN
Ketcham, Hank—Dennis the Menace ..... PHS-CWF
Ketcham, Roy—Aunt Het ..... CDN
Kilgore, Al—Bullwinkle ..... MIL-DNB
Kilpatrick, James J.—A Conservative View ..... WSS
King, Frank and Bill Perry, Dick Moores—Gasoline Alley ..... CTN
King, Patricia—Women's Page Feature ..... NEA
King Warren, C. D. Batchelor—Editorial Cartoon ..... CTN
King, Pat—Beauty Briefs ..... NEA
King, Pat—Beauty Column ..... NEA
King, R. G.—Travel ..... MAG
Kinnaird, Clark—Your America Day By Day ..... KFS-TSS
Kinnaird, Clark—Book Review ..... KFS-TSS
Kinnard, Clark—Parade of Books ..... KFS-TSS
Kirk, L. and N.—Detectograms ..... KI
Kirk, Russell—To The Point ..... GFC
Kirsch, Robert—Books ..... LTWP
Kish, Henrietta—Years of Fulfillment ..... WNS
Kleiner, Dick—Showbeat ..... NEA-DNB
Kleiner, Dick—Hollywood-Movies-TV ..... NEA-DNB
Kleiner, Dick—News Dispatches on Topics of Current Interest ..... NEA-DNB
Knight, Richard Alden—Solunar Tables ..... RTS
Knott, Msgr. John C.—Everyman's Family ..... NCW-CWF
Knox, Frances M.—Video-Everyday ..... DIC
Knox, Frances M.—Video-Everyeek ..... DIC
Knox, Frances M.—View ..... DIC
Knudson, George—Knudson's World of Golf ..... TSS
Kober, Barbara—Family Finance ..... CNS
Koenig, F. W.—Sondags Krumelurer ..... BPS
Kohler, Frank—The Skillet Club for Men ..... GFC
Kohn, Rev. Harold E.—A List for Living ..... GFC
Kolodin, Irving—Saturday Review Music Service ..... SAT
Koltanowski, George —Chess Master ..... GO
Koltun, Frances—The Woman Traveler ..... PHS-CWF-MIL-CDN
Kordel, Lelord—Eat & Grow Younger ..... SPE
Kordel, Lelord—Eat Up and Slim Down ..... SPE
Kordel, Lelord—Eat Your Troubles Away ..... SPE
Kordel, Lelord—Feel Young Again ..... SPE
Kordel, Lelord—Make People Like You ..... SPE
Kordel, Lelord—Stay Alive Longer ..... SPE
Kotzsky, Alex-Apartment 3-G ..... PHS-MIL-CWF-CDN
Kovel, Ralph and Terry—Know Your Antiques ..... RTS
Kraft, John—The Public's Opinion ..... NNS
Kraft, Joseph—Washington Insight ..... PHS-CWF-MIL
Kreiling, Ernie—A Closer Look ..... KR
Kroll, Julius—Kroll Karicature Service ..... KK
Kronish, Syd—Stamps in the News ..... APN
Kubal—Be Smart ..... GFC
Kubert, Joe & Robin Moore—Tales of The Green Beret ..... CTN
Kudlaty, Ed—Editorial Cartoon ..... NEA-DNB
Kuhn, Charles A.—Grandma ..... KFS-TSS
Kuhn, Irence Corbally— It's My Opinion ..... KFS-TSS
Kuhn, P. J.—Capitaine Bonvent ..... DWL

L

Ladewig, Marion & Don Carter—Bowling Tips ..... NNS
Laffler, William D.—Financial Gossip ..... UPI
Laffler, William D.—Popular Records ..... UPI
Laffler, William D.—Wall Street Perspective ..... UPI
La Fontaine, Maurice—Reportage d'Amerique ..... CMI
Lagers, Bob—Silly Dillies ..... LED
Laing, Peter—Uncle Charlie ..... WSS
La Mar, Austine—Austine La Mar Fashion Patterns ..... GFC
Lambert, Eleanor—Eleanor Lambert's, SHE ..... PHS-CWF
Lanahan, Scottie—Contemporary Trends ..... LTWP
Lancaster; Giles—Political Cartoons ..... RTS
Landers, Ann—Ann Landers' Human Relations Column ..... PHS-MIL-CWF-CDN
Lando, Harry—Washington Farm Review ..... WFN
Lane, Iris—Patterns ..... CSF-MIL-CSP
Lane, John (artist), Russ Winterbotham (writer)—The Good Guys ..... DNB
Lane, Lydia—Hollywood Beauty ..... LAT
Lang, Andrew C.—House of the Week, The ..... APN
Lang, Andrew C.—Home Repair Do's and Don'ts ..... APN
Lang, Andrew C.—On the House ..... APN
Langdon, Grace and Irving W. Stout—Today's Children ..... KFS-TSS
Langell, Jerry—Here's An Idea ..... AF
Langell, Jerry—Idea Payoff ..... AF
Langley, Frank, Stan Maays—TV Personalities ..... NEA
Langton, John—Quick Quiz ..... GFC
Lanier, Dr.—Pet Notes ..... MCN
Lansky—Seventeen ..... CTN
Lansky, J. and Mel Keefer—MacDivot ..... CTN
Larson, Kurt—Under Twenty ..... CF
Lasky, Victor—Say It Straight! ..... NANA-CWF
Lass, Abraham—College and You ..... CDN
Lasswell, Fred—Barney Google and Snuffy Smith ..... KFS-TSS
Laurent, Laurence—TV & Radio ..... LTWP
Lautens, Gary—Gary Lautens Column ..... TSS
Lavin, Ellie and David—Teenage Corner ..... TE
Lawrence, David—Lawrence Dispatch ..... PHS-CWF-MIL-CDN
Lawrence, Linda—What's Your Problem? ..... RFS
Lawrence, Muriel—Muriel Lawrence's Column ..... NEA-DNB
Lawrence, Mrs. Muriel—Child-Parent Relations—The Mature Parent ..... NEA-DNB
Lawrence, Dr., William—Your Dental Health ..... NEA-DNB
Larence, Muriel; Gaynor Maddox; Aileen Snoddy; Rosette Hargrove; Helen Hennessy; Mary Brooks Picken; Polly Cramer—Woman's Page Features ..... NEA-DNB
Lawrence, Ron—Notebook on Nature ..... TNS
Le Cloutier—The Velvet Trap ..... CHR
Le Doux, Harold & Dr. N. P. Dallis—Judge Parker ..... PHS-MIL-CWF-CDN
Le May, Curtis E. with MacKinley Kantor—Mission With Le May ..... DDS
Lee, Bob & Henri Arnold—Jumble—That Scrambled Word Game ..... CTN
Lee, Charles—Roving Critic CL
Lee, Jeff—Bookshelf ..... JL
Lee, Jeff—Sport Shelf ..... JL
Lee, Jerome—Broadwayfarer Motion Pictures, Short Stories, Stage, Screen ..... AMS
Lee, Jerome—Inside Stuff, Records, Jocks, Jukes & Discs ..... AMS
Lee, Jerome—Fotorama, Movies, Theatre, Night Clubs ..... AMS
Lee, Jerome—Music, Recordings, Jocks & Jukes ..... AMS
Lee, Jerome—What's New In Photography ..... AMS
Lee, Roberta—Household Scrapbook ..... WLG-MS
Lee, Roberta—Modern Etiquette ..... WLG-MS
Leegstra, Mr. E.—Inspector Markham ..... DWL
Leeming, Dorothy and Brad Anderson—Marmaduke ..... NNS
Leff, Sam, A. McWilliams—Davy Jones ..... UFS-UPC
Lefingwell, Robert—Little Joe ..... CTN
Lefler, Jack—Weekly Metals Review ..... AP
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Lemont, Geo.—Station Break—TV Comic Panel ..... NEA-DNB
Lemont, George—The Feeny Farm ..... DNB

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Leokum, A.—Tell Me Why ..... MIL-WSS
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Levin, Phyllis Lee—The Wheels of Fashion ..... DDS
Levitt, Dr. I. M.—Wonders of the Universe ..... GFC
Lewis, Boyd—Background Stories ..... DNB
Lewis, Boyd—News Dispatch Topics of Current Interest ..... NEA-DNB
Lewis, Flora—Today Abroad ..... NE
Lewis, Patricia—Speaking of manners ..... KFS-TSS
Lewis, Ted—Capitol Stuff ..... CTN
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Lichty, George—Grin & Bear It ..... PHS-CWF-MIL-CDN
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Lidey, Jim—Proper Billiards ..... TSS
Liederman, Al—All-Stars ..... UFS-UPC
Light, Susan—School and You ..... DNB
Linde, Jed—Mexican News Roundup ..... CNS
Lindheim, Leon T.—Coin-Wise ..... NNS
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Links, Marty—Emmy Lou ..... UFS-UPC
Lippmann, Walter—Lippmann Column ..... LAT
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Loeb, Gerald M.—Loeb on Wall Street ..... NANA
Loew, D.D., Ralph W.—Finding the Way—Religous Column ..... DNB
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Long & Justus—Editor's Choice Cartoons ..... RTS
Lotto, Jack—On Your Guard ..... PRW
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Love, Philip H.—Love on Life ..... NANA-BM-DNB
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Lubell, Samuel—Battle For Your Mind ..... UFS-UPC
Lubell, Samuel—Samuel Lubell Series, Public Opinion ..... UFS-UPC
Ludcke, G.L.—A Woman and Her Money ..... BEL
Ludcke, G.L.—The Human Side of Investing ..... BEL
Luft, Herbert G.—On The Screen ..... JTA
Lui, Harry—Food Facts ..... LIA
Lui, Harry—Men At Work ..... LIA
Lui, Harry—Money Matters ..... LIA
Lui, Harry—Picture Of Health ..... LIA
Luks, Fred—Outdoor Guideposts ..... FL
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M. Harrison-Gray—Standard Bridge ..... MS
MacDonald, Blaine—Blaine ..... MIL
MacDougall, Michael—Inside Straight ..... DNB
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McCabe, Charles—Our Fearless Correspondent ..... CHR
McCann, Rebecca—The Cheerful Cherub ..... MIL-WSS
McCarn, Henry—Editorial Cartoons ..... ST
McCarthy, Fred, & Len Reno—Brother Juniper ..... PHS-CWF-MIL
McCormack, Patricia—Woman to Woman ..... UPI
McCoy, J. J.—All About Pets ..... GFC
McCutcheon, John T., Jr.—A Line O'Type Or Two ..... CTN
McDayters & Drew—The Giants ..... LAT
McDayter & Drew—Giants, The ..... TNS
McEleney, Jack—Illustrated New Homes and Weekly House Releases ..... ASA
McEleney, Jack—Associated—Blueprints ..... ASA
McFeatters, Dale—Strictly Business ..... PHS-MIL-CWF-CDN
McGill, Ralph—McGill Column ..... PHS-CWF
McGrady, Mike—McGrady Column ..... NE
McGrath, Dr. Earl J.—Education For Tomorrow ..... NNS
McGrath, Mary—Speaking Frankly ..... UFS-UPC
McGrory, Mary—Mary McGrory ..... WSS
McHarry, Charles—On The Town ..... CTN
McHugh, Rev. James T.—Ties That Bind ..... NCW
McIntyre, Dave and James Meade—Motion Picture Column ..... CNS
McKenzie, Robert—Quebec Report ..... TSS
McLemore, Henry—McLemore Says ..... MCN-CWF
McLeod, Edyth T.—Beauty After Forty ..... MCN-CWF
McNally, Tom—Dogs ..... CTN
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MacLean, Don—Don MacLean Column ..... UFS-UPC
Macpherson, Duncan—Editorial Cartoons ..... TSS
Macomber, Frank—Space Age Report ..... CNS
Maays, Stan, Frank Langley—TV Personalities ..... NEA
Macrae, Norman—World Business ..... EI
Maddox, Gaynor—Food for Americans—Menus ..... NEA-DNB
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Mahoney, Joe—Half-Past Teen ..... CSF-CSP
Maidenberg, Hy—Personal Finance ..... NYT
Maitland, Derek, & Ed. Neilan—Far Eastern Coverage ..... CNS
Mandel, Arnold C. A.—Your Income Tax TSS
Manning, John—Criss Cross ..... KFS-TSS
Manning, Reg—Editorial Cartoons MCN-CWF
Manning, Temple—Around the World ..... KFS-TSS
Manners, Dorothy—Hollywood ..... KFS-HHS
Mantle, Mickey—The Quality Of Courage DDS
Manten, Dr. A. A.—Wonders of Nature ..... DWL
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Marco, Count—Beauty and the Beast ..... CHR
Marcus, Jerry—Merry-Go-Round ..... RN
Marcus, Jerry—Trudy ..... KFS-TSS-RGB
Marcus, Ruth—Oh, Lady! ..... PHS-CWF
Marge—Little Lulu ..... CTN
Markey, Frank Jay—Pull Up A Chair ..... MCN-CWF
Marlow, James—The World Today ..... APN
Marshall, Brig. Gen. S.L.A.—Military Analysis ..... LTWP
Martin, Donald W.—Charting the Grains ..... CNS
Martin, Jack—Bunion ..... NNS-TSS
Martin, Dolly—Taffy's Tips ..... MIL-CDN
Martin, Marian and Anne Adams—Dress Pattern Features ..... KFS-CP-TSS
Martin, Mel—Automobile Buyer's Guide ..... MME
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Marvin, Bud—McGurk's Mob ..... NE
Mary and Jeanne—Sneakers ..... KFS
Mason, Z. S.—Capsule Horoscope ..... SF
Massey, Tom; Lyman Young; Robert Young—Tim Tyler's Luck ..... KFS-RGP-TSS
Mauldin, Bill—Mauldin Editorial Cartoons ..... PHS-CWF-MIL-CDN
Maurice, Bobby—Broadway After Dark MAU
Maurice, Bobby—Fashion World ..... MAU
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Maurois, Andre—Andre Maurois ..... TNS
Maxwell, Rod and Bob Webb—**The Hawk** ..... PF
Maver, Alan—Sports Cartoons ..... KFS-CP-TSS
Mayfield, Molly—Dear Mrs. Mayfield ..... UFS-UPC
Mead, Mimi—TV Interviews ..... BM
Meade, James and Dave McIntyre—Motion Picture Column ..... CNS
Meade, Mary—Food Articles ..... CTN
Meade, Mary—Menus ..... CTN
Means, Marianne—Marianne Means' Washington ..... KFS
Means, Marianne—D. C. Current ..... HHS
Mell—Miss Peach ..... PHS-CWF-MIL-CDN
Mellinkoff, Abe—Morning Report ..... CHR
Meltzer, Bernard D.—Mr. Meltzer on Real Estate ..... RTS
Merah, Mady—Ladies Day ..... GFC
Merri & Hyacinth—Hy Fashion ..... KFS
Merryfield, Mary—Mary Merryfield Column ..... CTN
Messick, Dale—Brenda Starr ..... CTN
Metcalfe, John C. Portraits ..... PHS-MIL-CWF-CDN
Meyer, John—Canadian Business Report ..... TSS
Meyers, Ed—Frank & Ernie ..... LED
Michels, Marcia—Broadway Vignettes ..... AMF
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Michels, Marcia—Video Vignettes ..... AMF
Mik—Ferd'nand ..... UFS-UPC
Miller, Cathy & Mary Bryson—Points for Parents ..... RTS
Miller, Dr. Frank, D.V.M. & Hubert Buel (artist)—Wonderful World of Animals, The ..... CHR
Miller, Joy—Today's Women ..... APN
Miller, Mary Sue—A. Lovelier You ..... PHS-MIL-CWF-CDN
Miller, Milt—Etc. & P.S. ..... JL
Miller, Milt—Soccer Shots ..... SA
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Miller, Wm.—Wishing Well ..... KFS-RGB
Millett, Ruth—Ruth Millett's Colmn ..... DNB
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Milmoe, Eugene—Your Car ..... GFC
Misch, Robert J.—Eat, Drink and Be Merry ..... WNS
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Mitchell, Phyllis—Happier Living ..... MIT
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Mockridge, Norton—Norton Mockridge Column ..... UFS-UPC
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Mohr, Berta—Mohr About Fashion ..... MOH
Moley, Raymond—Raymond Moley Column ..... DNB-LAT-MIL
Moller, Dr. A. W.—Pet Doctor ..... APN
Molnar, Maria—Love and Laughter ..... BPS
Molner, Dr. Joseph G.—To Your Good Health ..... PHS-MIL-CWF-CDN
Monique—Latest From Paris ..... CTN
Montana, Bob—Archie ..... KFS-RGB-TSS
Montgomery, Ruth—Washington Wonderland ..... HHS
Moon, Dr. Charles—Pet Talk ..... GHS
Moore, Cullen—Moon Messages For You ..... CMS
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Moore, Dan Tyler—Tricks of The Trade ..... BM
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Moores, Dick, Frank King and Bill Perry—Gasoline Alley ..... CTN
Morgan, Bob and Pete Hoffman—Why We Say ..... GFC
Morgan, Edward P.—Shape of The News NE
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Morgan, Neil—Assignment West Coast ..... CNS
Morgan, Ralph—Racing Photographs with News Captions ..... RMN
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Morgensen & Cornelius—Moco ..... LAT-TNS
Morris, Hugh L.—Housing News ..... MNS
Morris, Milt—News Cartoons ..... APN
Morris, William—Words, Wit & Wisdom ..... BM-DNB-MIL
Morrison, Alex J.—Morrison Golf Articles ..... KFS-CP-TSS
Morse, Ed—New Products ..... AP
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Mortimer, Winslow—Larry Brannon ..... TSS-NNS
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Mosley, Zack—Smilin' Jack ..... CTN
Moss, Edgar A.—Office Cat ..... MOF
Moss, Stirling—Motor Talk ..... BPS
Mowrer, Edgar Ansel—On World Affairs ..... BM-MIL-DNB
Mowrer, Edgar Angel—World Affairs Questions ..... NANA-CWF
Mowery, Edward J.—Inside View ..... GFC
Muffwinkle, Elmer—Maybe The Week Will Be Better ..... CTN
Mullaney, Thomas—Week in Finance ..... NYT
Murphy, Frank—Faces In The News ..... DIS
Murphy, Jack, Paul Corcoran—Sports Columns ..... CNS
Murphy, James—Gardeners Questions and Answers ..... CNS
Murphy, John Cullen—Big Ben Bolt ..... KFS-RGB
Murphy, Pat—Mind Your Own Business NE
Murray, Dennis—A Minority of One ..... WNS
Murray, Jim—Jim Murray Column ..... LAT
Muse, Ken—Wayout ..... MCN
Musel, Robert—Entertainment Abroad ..... UPI
Musial, Joe—Katzenjammer Kids ..... KFS-RGB
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Myers, Mary—Soft-Sell Sam ..... RTS
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Naylor, Bob—Big Sister ..... CP-KFS
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Neher, Fred—Life's Like That Cartoon ..... BM-DNB-MIL
Neilam, Ed. & Derek Maitland—Far Eastern Coverage ..... CNS
Newhall, Jim—Home Workshop ..... NEA-DNB
Newman, Paul and Charles Flanders—Lone Ranger ..... KFS
Newman, Peter—Ottawa in Perspectives TSS
Newsom, Phil—Foreign News Commentary ..... UPI
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Nofziger, Ed—Animalogic ..... RI
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Nofziger, Ed & William Galbraith—Sir Lim'rick ..... RTS
Nofziger, Lyn—Capital Cornpone ..... CNS
Nolan, Tom—Background Stories ..... DNB
Norris, Paul—Brick Bradford ..... KFS-CP-TSS
Norris, Linda—Let's Look at The Records ..... CSF-MIL-CRP
Northcott, Ron—Curling Cues ..... TSS
Novak, Robert D. & Rowland Evans—Inside Report ..... PHS-CWF-MIL-CDN
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O'Connell, Daniel—Ray Carr Talks Cars CAF
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Olshan, Mort—Basketball Prophecy and Ratings ..... MOS
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Olson, Cy—Office Hours ..... KFS
Omarr, Sydney—Astrology Column ..... GFC
O'Brian, Jack—Voice of Broadway ..... KFS-TSS-RGB
O'Neill, Dan—Odd Bodkins ..... CHR
O'Neill, Thomas—Politics & People (Political Column) ..... FJM
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Osborn, Florence—Bridge Deck ..... CDN
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Patch, Buel W.—Editorial Research Weekly Report ..... EDR
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Patrick, Robbie—Travel at a Glance with Robbie Patrick ..... OBR
Patrick, Sam, George Getze—Profiles in Science ..... LAT
Pattee, Richard F.—This World of Ours ..... NCW-CWF
Patterson, David S.—Patt-O-Graphs ..... PAT
Patterson, David S.—Slim Chance University ..... PAT
Patterson, David S.—The Park Bench Philosopher ..... PAT
Paul, Leon—Mosaic ..... PAU
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Pearson, Drew—Washington Merry-Go-Round ..... BM-DNB-MIL
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Peeples, Dick—Today's Index ..... AF
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Penfield, William S.—Stories Behind Words ..... PE
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Pinckney, Dr. & Mrs. Edw. R.— Mirror of Your Mind ..... KFS
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Plain, Carl and Carl Ritter—Business and Finance ..... CNS
Player, Gary—Gary Player's Golf Class KFS
Poinier, Arthur B.—Editorial Cartoons ..... BM-DNB-MIL
Poling, Rev. David—Lenten Series ..... NEA
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Popenoe, Dr. Paul—Your Family and You ..... NNS
Porter, Sylvia—Your Money's Worth ..... PHS-CWF
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Post, Elizabeth L.—Doing The Right Thing ..... NE
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Potkin, Molly—Teen Scene ..... CJC
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Power, R. A.—Crossword Puzzle ..... DWL
Powers, John Robert—Secrets of Charm ..... NNS
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Prentice, John and Fred Dickenson—Rip Kirby ..... KFS-RGB-TSS
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Raymond, Robert, Andrea Bresciani, Stuart Butler, Ph.D.—Frontiers of Science ..... LAT
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Reed, Ed—Off the Record ..... RTS
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Reid, Ace—Cowpokes ..... COW
Reiffel, Dr. Leonard—Science and You WBE
Reinert, Fred and Harry Jones—Baseball's Immortal Madcaps ..... AF
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Reppert, Ralph—Reppertee ..... FJM
Reston, James—Reston Column ..... NYT
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Ricker, Dorothy—Personal Tips To Teen-Agers ..... RTS
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Ridgeway, Frank and Ralston Jones—Mr. Abernathy ..... KFS-TSS
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Ritt, William—You're Tellin' Me ..... KFS-CP
Ritter Carl—Financial ..... CNS
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Robertson, Helen and Mary Dunn—Thrifty Nifty ..... GFC
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Roesch, Roberta Fleming—Opportunities Unlimited ..... KFS
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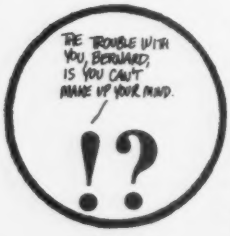

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